

Position Description

Marketing and Business Development Coordinator

Theatre Royal Hobart

Theatre Royal Vision

To develop the Theatre Royal as a cultural leader and heritage icon inspiring Tasmanians & visitors by engaging them in diverse, world class performing arts within a vibrant precinct.

Purpose of the position

The primary purpose of this position is to successfully deliver Marketing and Business Development programs and activities to ensure the Theatre Royal:

- Has a strong profile and is effectively positioned in the market
- Builds a real understanding of, and builds positive relationships with, its customer base, stakeholders and business partners
- Meets business objectives including fundraising, partnership and box office targets
- Communicates effectively with stakeholders

Reporting relationships

- The position reports to the Marketing and Business Development Manager.
- The position works closely with staff from other departments including Front of House, Box Office, Operations and Administration staff.

Key Duties and Responsibilities

We value excellent service at the Theatre Royal. All staff members have a responsibility to ensure the highest level of service is delivered to all clients including hirers of the theatre, customers, sponsors, media, touring staff and others we have contact with.

1. Contribute to the development of strategic marketing, business development, corporate communication, publicity, and audience and brand development strategies in line with the Theatre's Strategic Plan
2. Support the management of relationships with Theatre Royal stakeholders including Business partners, Audience members, Donors and Industry groups
3. Assist with the creation of, and be responsible for, the delivery within budgets and timeframes, of publicity and promotional campaigns for Theatre Royal presentations, events, products and services including:
 - a. Coordinate the design and distribution of publicity and marketing materials
 - b. Manage direct mail and email campaigns
 - c. Maintain networks with the media to promote awareness of the Theatre Royal, its activities and events
 - d. Assist with the coordination and management of editorial interviews, press calls and general media coverage of all events
 - e. Organise and attend launches, opening night functions and special events

4. Having regard to relevant safety legislation and procedures, ensure the Theatre Royal operations are conducted in a healthy and safe manner in the implementation of the Theatre's marketing activities.
5. Prepare Board and other business reports and documents as required.
6. Other duties as requested by the CE.

Selection Criteria

Essential

1. Well developed written and oral communication skills to enable successful liaison with clients and stakeholders, to manage relationships and to produce marketing materials.
2. Knowledge and understanding of the principles of Marketing and Business Development.
3. Experience in relevant Marketing and Business Development roles.
4. Ability to work in a team but also to be self-reliant, make sound judgments and decisions under pressure and achieve results in a timely manner.
5. High-level computer skills including desktop publishing, database management and website content management applications and systems.
6. Organisational and self management skills to enable practical work plans to be developed and objectives achieved in a busy work environment.

Employment Conditions

The Marketing and Business Development Coordinator is a contracted full time position. Some work outside normal business hours is required particularly to attend and manage functions and events. A three year contract will be offered subject to review after 6 months. The position will be paid approximately \$55,000 per annum. Normal leave entitlements apply.

Application details

Applications addressing selection criteria should be submitted by 5pm Friday 17 February 2012 to;

Maria Pate
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GPO Box 145
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or via email: maria@theatreroyal.com.au