



## **POSITION DESCRIPTION**

Position:	Marketing Coordinator
Contract:	12 Month Full Time Maternity Leave Contract (From 2 October 2017)
Reports to:	Marketing Manager
Salary range:	\$50 - \$60k

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## **POSITION PURPOSE**

An opportunity has arisen to join the marketing team of Australia's leading contemporary dance company. Sydney Dance Company is looking for a motivated and enthusiastic Marketing Coordinator who will work closely with the Marketing Manager to promote and build the profile of Sydney Dance Company's performance seasons, tours, DancED program and dance studios.

The successful candidate will be skilled, organised, have a positive attitude and a passion for the arts industry.

## **ABOUT SYDNEY DANCE COMPANY**

Sydney Dance Company is Australia's leading Contemporary Dance Company. The Company offices are located in the heritage area of Walsh Bay Sydney and the Company performs regularly in Sydney and Melbourne as well as undertaking extensive national and international touring.

## **KEY TASKS & RESPONSIBILITIES**

### **Social Media**

- Managing all of Sydney Dance Company social media accounts and blog and drafting the social media strategy for performance seasons
- Monthly reporting and analysis of social media growth and engagement across all platforms
- Build relationships with social media influencers

### **CRM**

- Collating DM and eDM lists in Tessitura and WordFly
- Analysis when required

### **Marketing Materials**

- Drafting eNews, eDMs, DMs, save the dates, media invitations, pre-show emails, surveys and various other marketing copy
- Liaising with artists and internal departments to compile show programs
- Assisting with image and copy requests from other departments
- Liaising with the designer for the compilation of the Annual Report

### **Tour Marketing**

- Liaising with tour venues and compiling comprehensive marketing packs and facilitating approvals
- Provide publicity support when required
- Conduct surveys with all presenters regarding marketing support provided

# SYDNEY DANCE COMPANY

## Publicity

- Assisting publicist with media interviews (e.g. accompanying talent to radio interviews)
- Securing media promotions and online listings
- Blogger engagement and relationship building

## Website

- Compiling copy and content for Sydney Dance Company website
- Updating and maintaining current website information
- Assisting with the ongoing development and content maintenance of the Sydney Dance Company website

## Strategy

- Coordinating the marketing strategy for Pre-Professional Year graduation performance
- Coordinating the marketing strategy for Pre-Professional Year Applications
- Coordinating the dance class campaigns, attendee engagement and content creation
- Assisting with the strategy for social media dancer activations

## Reporting

- Compiling post campaign wrap-up reports for artists
- Monthly reporting and analysis of social media and CRM growth and engagement across all platforms

## Audience Research

- Compiling and analysing data for various research projects (contemporary dance audiences, ticket buyers, dance classes, social media) and producing insights / recommendations

## Admin/Other

- Collating DM lists
- Tessitura database updates
- Maintaining archive / filing system in marketing media cupboard
- Assisting at marketing events
- Proofreading

## **SELECTION CRITERIA**

### Essential

- A tertiary qualification in Arts Management or Marketing coupled with minimum 2+ years professional performing arts marketing experience, or similar marketing experience in an entertainment industry
- Excellent communication (written and verbal) and relationship management skills
- Experience in and good understanding of social media
- Strong organisational skills, attention to detail and project management skills
- High level proficiency with Microsoft Office (Word, Excel, PowerPoint, Outlook) and computer savvy
- An ability to work autonomously, and as a member of a team to deliver competing priorities
- Ability to analyse commercial information to provide meaningful research and reports
- A passion for the performing arts and ability to think creatively

### Desirable

- Experience working with a database such as Tessitura
- Experience using an email service such as WordFly
- Familiarity with dance
- Experience using Creative Suite programs including InDesign, Photoshop or Illustrator



## **GENERAL INFORMATION**

### **Recreation Leave**

20 working days per year. Accrued leave may be taken with the agreement of the Executive Director at any time of the year, subject to the demands of the position.

### **Personal/Carer's Leave**

Ten working days per year.

### **Probationary Period**

Three months from commencement.

### **Hours of Work**

Office hours are nominally 9.00 am to 5.00 pm, Monday to Friday, but the appointee may be required to be available to work at performances and functions after hours and on weekends. Provision is made for accrual of time in lieu, at the discretion of the Executive Director.

### **Salary**

Salary will be negotiated with preferred candidate. Superannuation is paid into the superannuation fund of your choice, currently at the rate of 9.5%.

## **APPLICATION PROCESS**

If you feel that you have the right attitude and experience and would like to work for a highly respected Australian arts company, please address the selection criteria outlined in the position description and include your CV with current references in an email to Zena Morellini (Marketing Manager), [zenam@sydneydancecompany.com](mailto:zenam@sydneydancecompany.com).

**Applications close 9am on Monday 21 August, 2017.**

Applications received after this time may not be considered.

Interviews will be held with selected candidates in late August. Unsuccessful candidates will be notified via email on completion of the recruitment process.

*Please contact Zena Morellini, Marketing Manager on 02 9258 4814 with any questions or visit [www.sydneydancecompany.com](http://www.sydneydancecompany.com).*