

MARKETING COORDINATOR - POSITION DESCRIPTION

The SUBSTATION is seeking an enthusiastic and skilled Marketing Coordinator to join our team, to support our program of activity and the organisation.

The SUBSTATION presents an annual curated program of creative development, residencies and presentation. Engaging with artists from across artistic disciplines, working in non-traditional modes and across art-forms, we provide the opportunity for artists and audiences to connect with our unique space and distinctive location in Newport in the west of Melbourne.

Our 100-year-old repurposed, industrial building houses a visual arts gallery, rehearsal studio and large-scale performance space. We encourage artists to engage with our post-industrial space and foster a culture of interconnectedness, collaboration and independence, where we value new ideas, imagination and difference. Our artistic program includes significant investment in the creation of new work by artists from across artforms and a commitment to a collaborative relationship between artists and presenter.

POSITION OVERVIEW

The Marketing Coordinator reports to the General Manager and provides essential marketing support across our program of development and presentation. This role is charged with the management of The SUBSTATION's marketing campaigns and brand. This role will span across print, web and digital media and promotion, as well as advertising across radio, street posters and some publications.

This role has become available at an exciting time in The SUBSTATION'S development as a distinctive Melbourne presenting hub. For the right candidate, there is potential for the role to expand and develop alongside the organisation's expected growth in the coming years and to contribute meaningfully to our small, dedicated team.

KEY RESPONSIBILITIES

MARKETING

- Under the General Manager and in collaboration with the Director, deliver and develop The SUBSTATION marketing strategy across the program and organisation.
- Manage and deliver all advertising.
- Manage social media activity.
- Maintain The SUBSTATION's website, including updates and upgrades as required.
- Prepare and distribute e-news marketing campaigns.
- Create marketing collateral, such as posters, in In-Design according to a template for print.
- Coordinate the preparation, printing and distribution of promotional materials across web, digital and print media platforms.
- Work with The SUBSTATION's publicist to promote and track publicity of events.
- Maintain and develop a network of key marketing relationships.
- Track and document press coverage of The SUBSTATION and hosted performances, exhibitions and events.

TICKETING

- Manage the sale and promotion of tickets to performances and events.
- Liaise with the Front of House Supervisor about ticketing requirements and capacities for events.
- Field phone and email enquiries for ticket sales.
- Liaise with co-presenters regarding allocation of tickets and capacities.
- Provide regular ticket sales reports to the General Manager.
- Compile guest lists and invitations for The SUBSTATION's openings and events.

ADMINISTRATION

- Manage a current database of VIPs, media, government, funding bodies, and artists and manage accurate data segmentation to target campaigns.
- Compile visitor statistics for reporting to funding bodies.
- Shared duties including answering telephone and email enquiries and general administrative support to the General Manager and Director.

Due to the nature of the organisation, work outside of normal hours is expected. This may include evenings and weekends. From time to time, other duties outside the scope of this position description may also be required, as instructed by the General Manager.

KEY SELECTION CRITERIA

- Qualifications in marketing, communications or arts management or equivalent industry experience.
- High level experience in using online communications tools, including social media advertising, website content management systems and third party web based software.
- Knowledge of Adobe Creative Suite, in particular In-Design.
- High level planning, project and time management skills.
- Excellent interpersonal skills and ability to effectively communicate.
- Excellent writing and editing skills with an attention to detail.

DESIRABLE

- Experience using third party web based software.

TERMS OF EMPLOYMENT

- 22.5 hours per week or 0.6EFT.
- \$50,000 - \$55,000 pro rata per annum plus standard on-costs.
- 4 weeks' annual leave pro rata per annum.
- The SUBSTATION operates a time-in-lieu system.
- The Marketing Coordinator reports to the General Manager and will work closely with The SUBSTATION's Director and team.

APPLICATION PROCESS

Candidates are required to submit an application via email to manager@thesubstation.org.au with the subject line 'Marketing Coordinator Application' including;

- Response to the Key Selection Criteria (no more than 2 pages)
- Curriculum Vitae including 2 referees
- Applications close 5pm, 16 February 2018.