

## MARKETING MANAGER - POSITION DESCRIPTION

The SUBSTATION is seeking an enthusiastic and skilled Marketing Manager to join our team in a newly created role to support our program of activity and the organisation.

The SUBSTATION is a multi-arts centre in Melbourne, Australia which houses a visual arts gallery, dance studio and large-scale multipurpose performance space. The SUBSTATION is a one of a kind arts venue in that its architecture and spaces invite artists to work across art form and scale. The SUBSTATION presents a curated program of development, residencies and presentation of work with artists from across artistic practices. Through our program we aim to engage local audiences in an inspired, critical dialogue about contemporary society.

We collaborate with local, national and international independent artists and companies over long periods of time to create significant opportunities to create works of scale which present potential turning points in their careers. Partnering with major festivals, we create context for local artists to reach larger audiences across Melbourne, while growing the reputation of our local area, environment and culture.

## POSITION OVERVIEW

The Marketing Manager reports to the Director 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 development. 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 Director and in collaboration with the General Manager, 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.
- 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 Director and 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 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 Director and 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.
- Experience using third party web based software.
- 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.

## 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 Manager reports to the Director and will work closely with The SUBSTATION's General Manager and team.

## APPLICATION PROCESS

Candidates are required to submit an application via email to [manager@thesubstation.org.au](mailto:manager@thesubstation.org.au) with the subject line 'Marketing Manager Application' including;

- Response to the Key Selection Criteria (no more than 2 pages)
- Curriculum Vitae including 2 referees

## RECRUITMENT PROCESS

- Role advertised on 19 October 2017
- Applications close on 10 November 2017, 5pm
- Interviews commence week of 20 November 2017
- Commencement in January 2018