

JOB AND PERSON SPECIFICATION

Title of Position:	Marketing and Communications Manager
Responsible to:	General Manager
Key relationships:	Artistic Director, Creative Producer, Creative Associate, Education Program Manager, Development Consultant and other Patch Staff, Stakeholders
Position:	Full time position, an initial 12-month term
Salary	\$75,000-80,000

ABOUT PATCH THEATRE

Patch Theatre has been making and touring professional devised theatre for 4–8 year old children and their families from Kaurua Yerta, in South Australia since 1972. Patch's vision is to deliver world-class arts experiences across the globe which captures the curiosity of a child, wraps it in magic and ignites imagination.

We've produced over 100 unique works and performed them to 2 million children around the world. Each year we provide inspirational, design-rich theatre experiences to over 50,000 children. In addition to theatrical works, we create unique immersive installations for family audiences. From forests of light to underwater adventures, providing unique arts experiences for a broad range of young audiences in non-traditional spaces.

POSITION SUMMARY

The Marketing and Communications Manager will be responsible to develop marketing strategy, deliver campaigns and coordinate the marketing activities across Patch Theatre's in-theatre, in-schools and interactive installation program strands. The role will lead the company's branding and identity, and collaborate with senior leadership to achieve Patch's strategic plan.

JOB SPECIFICATION:

Marketing

- Develop and coordinate marketing campaigns for Patch activities – write strategy and timeline, book/plan advertising, create content, manage direct mail and EDM campaigns etc all within budget.
- Work closely with Artistic Director and creative teams to create engaging content and copy to reflect Patch's productions.
- Work to develop and achieve the overall marketing and brand strategy, including branded materials, external communications, preparation of and managing marketing budgets
- Social media management including strategy, content creation, and community management.
- Website updates and content creation to promote Patch and its shows.
- Brief and liaise with key contractors as required – graphic designer, photographers/videographers, web developers, printers, publicists etc.
- Support presenting partners with marketing – create and provide marketing materials, cross-promote as required, and approve promotional materials.

- In association with General Manager, organise company events, such as opening nights
- Reporting and evaluation of seasons, including coordinating surveys, capturing audience feedback, and media editorial and reviews.
- Manage organisational databases for industry, supporters, invitation lists, and stakeholders.
- Be across marketing innovation and trends in the arts and not-for-profit sectors.
- Preparation of presentations and reports, including annual report, pitching materials, funding acquittals etc.
- Effective communication to a range of key stakeholders including audience and supporters.

General Administration (as a small company, many administration duties are shared)

- Assist with some general reception and basic administration duties from time to time, including answering the phone and responding to general emails.
- Support of Development activity and events
- Assist the General Manager, Artistic Director and Creative Producer with some general tasks as required.

PERSON SPECIFICATION:

- Relevant degree or industry experience in marketing
- Highly organised with excellent time management skills and the ability to work to deadlines and prioritise competing deadlines
- Proven experience at developing compelling content for social platforms including paid promotions
- Creative design and video editing skills – proficient in design software such as Canva, Adobe InDesign, Photoshop, Premiere Pro
- A high level of proficiency using the MS suite of programs (Word, Excel, Powerpoint)
- Proven experience in website administration
- An understanding of data management
- An understanding of or strong interest in arts marketing and audience development
- An ability to enthusiastically contribute to a small team
- High level of personal communication skills