

JOB AND PERSON SPECIFICATION

POSITION:	Marketing and Communications Manager
REPORTS TO:	Executive Producer
TERM:	Three years
LAST UPDATED:	August 2019
SALARY RANGE:	\$65,000 – \$75,000 + superannuation

WINDMILL THEATRE CO

Windmill Theatre Co creates unique and contemporary theatre and film for children, teens and families. The company premieres its repertoire in Adelaide and tours regionally, nationally and internationally.

Empowered by a dynamic culture and fuelled by shared ownership of its vision, the company is run by an Artistic Director, Executive Producer and team of dedicated staff and artistic collaborators.

WINDMILL PICTURES PTY LTD

In 2017, after the success of its first feature film *Girl Asleep*, Windmill Theatre Co established a new subsidiary company, 'Windmill Pictures Pty Ltd', wholly dedicated to developing screen projects from Windmill's live theatre repertoire.

JOB SPECIFICATION:

Summary

Plan, implement and evaluate a Strategic Marketing and Communications Plan in consultation with the Executive Producer and Artistic Director. Deliver and manage marketing, communications, stakeholder relations, philanthropy and development activities to maximise company profile, box office income and other revenue.

Key Relationships

- Works with the Executive Producer, Artistic Director and external suppliers as required
- Works closely with and supervises the Marketing and Philanthropy Coordinator

RESPONSIBILITIES

Branding and Marketing

- Work closely with the Artistic Director and Executive Producer to develop the company brand and voice
- Manage company style guide and consistent branding across all printed and online collateral

- Write, source and edit copy for high quality print and online promotional materials that are consistent with and positively reflect the Windmill brand
- Keep abreast of audience research studies, particularly in relation to families, teenagers and children and undertake market research from time to time as required and budget permitting
- In consultation with the Artistic Director and working with graphic designers, develop hero marketing images and copy for all Windmill shows
- Devise, plan and implement integrated marketing campaigns for Windmill shows including concept development, creation of advertising campaigns, production of television and radio commercials and all forms of marketing collateral, e-marketing and social media strategies
- Maximise box office income for Adelaide and SA regional seasons through effective, targeted marketing campaigns
- Manage and brief external suppliers, including creative agencies, media planners, copywriters and multimedia producers as required
- Manage Windmill's digital communication channels, including but not limited to website, SEO, CRM database, e-communications, social media and digital advertising campaigns
- Manage documentation of new theatre works including full length and highlights packages
- Create marketing collateral for selling work at regional, national and international markets
- Manage and maintain an online presenter portal with up to date marketing assets for use by presenting partners
- Support the marketing campaigns of presenting partners through knowledge sharing and provide assets as required
- Manage approval processes for marketing collateral by presenting partners
- Manage and continually improve the company CRM database
- Record detailed local, national and international audience statistics for all Windmill productions
- Manage all Windmill ticketing in conjunction with the BASS ticketing agency including; building of events, holds, complimentary tickets, sponsor allocations etc
- Monitor ticket sales and manage the development and circulation of regular sales reports
- Ensure the logical archiving of company and show-specific marketing collateral

Communications and Stakeholder Management

- With the Executive Producer and Artistic Director, develop key organisational messages for whole of company communications
- Identify public relations opportunities and develop strategic campaigns to raise company profile within key stakeholder groups including government, industry, sponsors, audiences and media
- Write and edit major company external communications including direct mail and e-news and general communications
- Identify and manage all award applications, nominations and submissions relevant to Windmill as required
- Draft and distribute media releases and respond to media enquiries as required
- Engage and manage a contracted Publicist in the delivery of marketing campaigns and agreed strategies
- Represent the company in a public relations capacity as required and provide support in the management of publicity campaigns
- Manage opening nights and other events as required

- Manage the monitoring and sharing of media coverage with staff, board and other stakeholders, as required

Philanthropy, Development, Government Funding

- In consultation with the Executive Producer, Associate Producer and Marketing and Philanthropy Coordinator, prepare and present tailored proposals for government and other partners, foundations, trusts and other philanthropic organisations
- Conduct regular research into philanthropic trusts and foundations relevant to Windmill operations
- Develop proposals and acquittals in line with funding guidelines
- Act as liaison for partnerships and assist with the development of documentation and acquittals as required
- Plan and manage targeted annual donation campaigns and/or other specific fundraising activities
- Manage communications with company supporters and donors including thank you letters and phone calls by key company representatives for major donations
- Identify and negotiate partnerships and contra deals with suppliers as required ensuring favourable outcomes for Windmill
- Ensure appropriate acknowledgments for all company supporters including government, corporate and the private sector in marketing and other company collateral
- Ensure financial and administrative processes are adhered to in the delivery of company philanthropic programs

General

- Supervise Marketing and Philanthropy Coordinator, casual staff, suppliers, volunteers, secondments and student placements as appropriate
- Budget, monitor and report on all marketing expenditure
- Prepare the Marketing report for Windmill Theatre Co Board meetings and other reports as required
- Other tasks and projects as directed from time to time

PERSON SPECIFICATION

Qualifications, Knowledge and Experience

- Tertiary qualification in marketing, communications or similar
- Knowledge of and experience in contemporary branding, marketing and communications practices
- Working knowledge of Australia's performing arts industry and the Australian media
- Knowledge and interest in social, global and political affairs
- Working knowledge of Adobe InDesign, Photoshop and Premiere Pro preferred

Key Competencies

- **Communication** – excellent copy writing, editing and proofing skills, and ability to communicate effectively with a variety of stakeholders, including staff, artists, supporters and suppliers
- **Leadership and Team work** - demonstrated ability to lead when required and to collaborate with and respect other team members and their contributions

- **Time Management and Attention to Detail** - ability to manage complex tasks, challenging projects and competing deadlines concurrently with strong attention to detail
- **Problem Solving and Creativity** – ability to think laterally, solve problems and devise creative and logical solutions
- **Work Health and Safety** - Knowledge, commitment and appropriate application of Work Health and Safety training, policy and procedures