

## **JOB AND PERSON SPECIFICATION**

POSITION:	Marketing and Philanthropy Coordinator
REPORTS TO:	Marketing and Communications Manager
TERM:	Three years
LAST UPDATED:	August 2019
SALARY RANGE:	\$55,000 – \$60,000 + superannuation

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## **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, Windmill is run by an Artistic Director, Executive Producer and team of dedicated staff and artistic collaborators.

## **JOB SPECIFICATION**

### **Summary**

With the Marketing and Communications Manager, devise, plan and implement marketing, communications and development activities to maximise Windmill's profile, box office income and private sector revenue.

### **Key Relationships**

- Works directly with and reports to the Marketing and Communications Manager
- Works with the Executive Producer, Artistic Director and general Windmill team

## **RESPONSIBILITIES**

### **Marketing and Communications**

- Working closely with the Marketing and Communications Manager, coordinate the implementation of comprehensive marketing campaigns for Windmill shows, seasons and products
- Assist with the preparation and distribution of marketing collateral and promotional material including video, posters, flyers, programs, signage, displays and other print and electronic materials, working with external suppliers where required
- Design and layout basic Windmill documents in line with the approved brand style guide
- Contribute to marketing and communications campaign ideas and strategies to maximise box office income and positive company profile
- Develop and implement innovative direct marketing strategies, campaigns and activities

- Develop and manage promotional activities with external clients and stakeholders including supporters, media, other arts organisations, groups and other relevant parties
- Respond to general marketing enquiries
- Assist with the creation of marketing collateral for selling work at regional, national and international markets
- Maintain an online presenter portal with up to date marketing information and assets
- Liaise with presenting partners and provide access to presenter portal and marketing assets as required
- Assist with approval processes for marketing collateral generated by presenting partners
- Continually update and improve Windmill's CRM database
- Write, source and edit copy for all company communications, content and marketing campaigns
- Coordinate direct mail campaigns as required
- Develop, plan and implement a content strategy for Windmill social media channels and website.
- Develop basic digital media assets including video content as required
- Working with the Marketing and Communications Manager, assist with the management of Windmill's digital communication channels, including but not limited to website, SEO, CRM, e-communications, social media and digital advertising campaigns
- Measure and report the performance of all digital marketing campaigns, assess against Windmill goals (ROI and KPIs) and optimise advertising spend and marketing actions based on these insights
- Coordinate ticketing in conjunction with ticketing agencies as required, monitor ticket sales, produce sales reports and provide assistance with the maintenance of company sales statistics and analysis as required
- Plan, manage and evaluate company events, including launches, opening nights and stakeholder evenings
- Identify potential industry and other awards applicable to Windmill and assist with nomination submissions as required
- Assist with the implementation of company public relations campaigns, liaising with media as required
- Represent Windmill in a public relations capacity as required including the coordination of media and artists for interviews and photo shoots
- Coordinate archiving of all Windmill marketing collateral
- Monitor and share media coverage with staff, board and other stakeholders, as required

### **Philanthropy**

- Assist with regular research into philanthropic trusts and foundations relevant to Windmill's activities and assist with the preparation of funding applications, proposals and acquittals as required
- Contribute to ideas and strategies to attract support from philanthropic organisations including trusts, foundations, individual donors and other supporters
- Coordinate philanthropic programs, including the Windmill Studio Collective and Windmill Fan Club
- Coordinate communications with Windmill supporters and donors including thank you letters and phone calls by key company

- representatives for major donations
- Plan and coordinate giving campaigns and/or other specific fundraising activities
- Respond to enquiries from philanthropic partners and donors as required
- Deliver relevant donor news and updates provided on a regular basis
- Act as liaison for partner requirements as required including hosting key people at Windmill events
- Coordinate appropriate acknowledgments for all company supporters including government, corporate and private sectors in marketing and other Windmill collateral
- Ensure financial and administrative processes are adhered to in the delivery of philanthropic programs

### **General**

- Ensure the filing and archiving of Windmill marketing, communications and philanthropy materials
- Supervise volunteers, secondments and student placements as appropriate
- Assist with general office administration including answering incoming calls when the front office desk is unattended, mail postage and collection, office lock up and other duties as required
- Other tasks and projects as directed from time to time

## **PERSON SPECIFICATION**

### **Qualifications, Knowledge and Experience**

- Degree qualification in marketing, communications, media or similar highly desirable
- Knowledge of contemporary marketing, communications and promotions principles and practices
- Knowledge and/or interest in the arts industry essential
- Knowledge of philanthropy and donor programs desirable
- Strong planning, event management, organisational and administrative skills
- Excellent demonstrable skills in digital marketing, website management and desktop publishing, with a knowledge of Adobe InDesign, Photoshop and Premiere Pro desirable

### **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.
- **Team work** - demonstrated ability 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