

JOB AND PERSON SPECIFICATION

POSITION:	Marketing and Communications Coordinator
REPORTS TO:	Marketing and Communications Manager
LAST UPDATED:	July 2022
SALARY:	\$65,000 - \$70,000
TERM:	2-year, full time contract

WINDMILL PRODUCTION COMPANY

Based in Adelaide, South Australia, Windmill Production Company creates live theatre, film and television for children, teens and families.

Windmill Production Company trades as Windmill Theatre Company and has a dedicated screen subsidiary, Windmill Pictures.

Empowered by a dynamic culture and fuelled by shared ownership of its vision, Windmill is a convergent model of live and screen works run by an Artistic and Executive leadership team, dedicated staff and artistic collaborators.

WINDMILL THEATRE COMPANY

Windmill Theatre Company creates unique and contemporary live theatre. The company presents its repertoire in Adelaide and tours regionally, nationally and internationally.

WINDMILL PICTURES PTY LTD

Windmill Pictures develops and produces film, television and other screen projects including adaptations from Windmill's live theatre repertoire.

JOB SPECIFICATION

SUMMARY

The Marketing and Communications Coordinator works across both Windmill Theatre Company and Windmill Pictures to plan and implement marketing, communications and development activities that maximise Windmill's profile, box office income and private sector revenue.

WORKING RELATIONSHIPS

- Works directly with and reports to the Marketing and Communications Manager
- Works with the Executive Producer, Executive Director, 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
- Contribute to marketing and communications campaign ideas and strategies to maximise box office income and positive company profile
- Respond to general marketing enquiries

- Assist with the creation of marketing collateral for selling work at regional, national and international markets
- Working with the Associate Producer, maintain an online presenter portal with up-to-date marketing information and assets
- Assist with approval processes for marketing collateral generated by presenting partners
- Continually update and improve Windmill's CRM database
- Drive the planning and development of content creation for Windmill e-communications, social media channels and website
- Write, source and edit copy for all company communications, content and marketing campaigns
- Coordinate direct mail campaigns as required
- 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 and track schools ticket sales, produce sales reports and provide assistance with the maintenance of company sales statistics and analysis as required
- Accurately track schools ticketing, and in consultation with ticketing agencies, act as a direct line of communication for teachers looking to book into Windmill productions
- Assist in the planning and management of company events, including launches, opening nights and stakeholder evenings
- Identify and manage all award applications, nominations and submissions relevant to Windmill as required
- Identify public relations opportunities and develop strategic campaigns to raise company profile within key stakeholder groups including government, industry, sponsors, audiences and media
- Assist in the management of company public relations campaigns, including drafting and distributing media releases and the management of media calls
- Coordinate archiving of all Windmill marketing collateral
- Manage and maintain the Media Coverage Record and share coverage with staff, board and other stakeholders, as required

Philanthropy

- Assist with 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
- Assist the Philanthropy and Partnerships Manager in the coordination of philanthropic programs, including the Windmill Studio Collective and Windmill Fan Club
- Assist the Philanthropy and Partnerships Manager and Marketing and Communications Manager in communicating with company supporters and donors including thank you letters and phone calls by key company representatives for major donations as required
- In consultation with the Marketing and Communications Manager and Philanthropy and Partnerships Manager, plan and coordinate giving campaigns and/or other specific fundraising activities
- Coordinate appropriate acknowledgments for all company supporters including government, corporate and private sectors in marketing and other Windmill collateral
- Assist the Marketing and Communications Manager and Philanthropy and Partnerships Manager in maintaining accurate donor tracking records and campaign results within our CRM, Patron Manager
- Ensure 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

Safety Awareness

- Adhere to Windmill's policy and procedures on all matters relating to Work Health and Safety.

PERSON SPECIFICATION**Qualification / 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

- Excellent copywriting, editing and proofing skills, and ability to communicate effectively with a variety of stakeholders, including staff, artists, supporters and suppliers
- Demonstrated ability to collaborate with and respect other team members and their contributions
- Ability to manage complex tasks, challenging projects and competing deadlines concurrently with strong attention to detail
- Ability to think laterally, solve problems and devise creative and logical solutions
- Knowledge, commitment and appropriate application of Work Health and Safety training, policy and procedures