

SPARE PARTS PUPPET THEATRE

Marketing & Communications Officer

Are you our next Marketing and Communications Officer? We are seeking an individual passionate about telling stories and connecting with new audiences to lead the delivery of Spare Parts Puppet Theatre's marketing and communications. This is a full-time role based in our home theatre in Fremantle.

Working with our small, dedicated team, the Marketing & Communications Officer is responsible for the development and delivery of key marketing and audience/stakeholder engagement strategies for the company, campaign design and delivery. The Marketing and Communications Officer is a custodian of the Spare Parts Puppet Theatre brand and ensuring it is consistently implemented and articulated across the organization, and manages external communications and social media.

The successful applicant will enjoy thinking creatively in their approach to marketing and problem solving, be proficient in digital marketing, have well-developed communication and interpersonal skills, be data and detail oriented and will work well as part of a team.

The role requires demonstrated experience in marketing/communications. Candidates with experience in the arts or entertainment industries or a passion for the arts will be considered favourably.

ABOUT US

Based in Fremantle, Spare Parts Puppet Theatre is Australia's flagship puppetry company, dedicated to the development and creation of the artform. Through puppetry we share stories that celebrate what it is to be human; connecting audiences across generations.

Over the course of our 40 year history we have entertained and enriched the lives of millions of audience members both in Australia and abroad.

Our annual artistic program includes performances at our home theatre in Fremantle, touring to schools, theatres and festivals across Australia and abroad, puppetry workshops for children and adults, and artists training and development programs.

SELECTION CRITERIA

The successful applicant will possess the following skills, experience and attitudes:

- An energetic and passionate marketer with demonstrated experience in a marketing and/or communications role
- A creative and analytical approach to marketing and communications
- Self motivated, independent thinker with strong organisational and project management skills
- Confident communicator with well-developed interpersonal communication skills, including copywriting
- Strong understanding of social media and experience managing social media accounts
- Computer skills and experience in MailChimp or direct mail platforms, CRM + ticketing platforms, Photoshop/Canva highly desirable.
- Experience in the arts, not-for-profit sector and/or education sectors (preferred, not essential)

We strongly encourage applications from First Nations people, those who are culturally and linguistically diverse, people of all abilities, and people from LGBTQIA+ communities.

HOW TO APPLY

To apply send a **cover letter addressing the selection criteria (2 pages max) and a current CV with a minimum of two referees** to ep@sppt.asn.au by the closing date. The cover letter should address the Selection Criteria as listed above. Applicants are encouraged to acquaint themselves with [our values](#), be creative in their applications and provide examples of their work if they wish. Applications close at **Midnight on Sunday 12 June 2022**.

For more information contact: Katie Henebery, Executive Producer, ep@sppt.asn.au

MARKETING & COMMUNICATIONS COORDINATOR

FUNCTION OF THE POSITION

The Marketing & Communications Coordinator is responsible for driving the company's day-to-day marketing and communications activities including promotion of existing and new projects and programs.

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ORGANISATIONAL RELATIONSHIP

Reports to the Executive Producer

DUTIES

Marketing & Communications

- Develop and implement the company's brand and marketing strategy and annual brand and marketing plans
- Marketing campaign design and delivery
- Coordinate preparation, printing/publishing and distribution of content and promotional material for Spare Parts activities including, but not limited to, posters, press advertisements, direct mail and social media marketing
- Manage relationships with press, advertisers and other external stakeholders
- Manage the SPPT website, including content, development and CMS
- Develop and Manage the SPPT content calendar
- Manage direct email marketing and social media channels
- Coordinate monthly e-newsletters and external communications
- Contribute to public relations for SPPT in-theatre seasons and special projects as required
- Improve the company's use of data and analytics to make data driven decisions and design marketing campaigns – complete comprehensive marketing and PR reports after each campaign, analysing what worked and why
- Manage campaign budgets effectively
- With the Executive Producer, develop a communications plan to ensure venues, sponsors, donors and other key stakeholders locally, nationally and internationally are serviced and informed of the company's activities

General

- Coordination of special projects, as required, including scheduling, contracting, marketing and reporting to key stakeholders
- Work collaboratively with other Company staff, including administrative, artistic and production staff as necessary or required
- Oversee budgets as instructed by the Executive Producer
- Other duties as required by the Executive Producer

Hours

- Thirty eight (38) hours per weeks between the hours of 8.30am and 6pm Monday to Saturday in consultation with the Executive Producer.

PERFORMANCE MEASUREMENT

- Performance will be measured through regular feedback and annual position review with the Executive Producer. Consideration will be given to the staff members' performance on each item in this job description.

Salary: \$65,000 per annum