



## JOB DESCRIPTION

Title:	<b>Marketing Coordinator, Liveworks</b>
Hours:	Part Time and Full Time, Festival Contract (see schedule below)
Basis of employment:	July 2018 – November 2018
Salary:	Pro rata of \$55,000 per annum, plus superannuation
Applications Close:	<b>Wednesday 3 July 9am</b>
Reports to:	Marketing and Development Manager

Performance Space's standard Terms and Conditions of Employment form part of this job description.

## ABOUT PERFORMANCE SPACE

Performance Space is the crucible for risk-taking artists. Emerging over 30 years ago in response to artists' articulated desire to explore and investigate new forms of art, Performance Space has consistently identified, nurtured and presented new directions in contemporary practice. We champion risk, experimentation, and new modes of creative expression. Performance Space continues to evolve and renew to meet the needs of the independent sector and explore new models for developing and presenting the most critical and important new work.

The breadth of our organisational and artistic activity is informed and underpinned by a commitment to diversity. Performance Space embraces a diversity of artistic and cultural perspectives as being fundamental to a vibrant and engaging experimental arts culture. We therefore privilege the work of Aboriginal artists, practitioners from diverse cultural backgrounds, artists exploring new takes on sex and gender, disability and artists pushing the boundaries of the human through experiments with new technology.

## ABOUT LIVeworks

Liveworks is Performance Space's annual major presentation season, spanning two weeks in October and activating the entire Carriageworks precinct: every theatre, gallery and studio space as well as the public and exterior spaces of the building. Throughout these spaces, Liveworks presents the most exciting new artists and works from across Australia and the Asia-Pacific region in an intensive festival environment. Liveworks has already found a unique place in Australia's arts ecology: fostering the most innovative new developments in contemporary art in the region, and connecting them with a broad, diverse and growing audience

## **ABOUT THE ROLE**

The Marketing Coordinator works closely with the Marketing and Development Manager and the Performance Space team, working as an important point of contact between Performance Space and our audience, subscribers and key stakeholders.

This role assists in the delivery of the strategic marketing plan for Liveworks. Covering all areas of communications including social media, e-news, website, collateral, ticketing and media and working with internal and external partners to deliver the comprehensive marketing and communications plan.

## **DUTIES:**

- Assist the Marketing and Development Manager in the successful delivery of the Liveworks marketing and communications plan, working across print, digital and social media platforms to engage new audiences and retain existing audience
- Create engaging electronic and print marketing collateral that promotes Performance Space's programs and activities across digital platforms including:
  - concept and content development
  - collating, copywriting and editing
  - design and print management
  - distribution and cross-promotion
- Manage the delivery of selected digital marketing and social media campaigns, under the supervision of the Marketing & Development Manager
- Assist the Marketing & Development Manager and the Ticketing and Audience Engagement Coordinator with the development and delivery of audience development strategies
- Maintain Performance Space's online presence through the maintenance of our website, event listings and other digital marketing as appropriate
- Work under the supervision of the Marketing and Development Manager to manage selected events for the festival
- Work with our key external stakeholders including - publicist, Carriageworks marketing team, designers, marketing and media consultants, as well as any staff and volunteers working on marketing and development projects
- Undertake general duties as required including office administration, general enquiries and attending staff meetings

## **SELECTION CRITERIA:**

It is **essential** that the Marketing Coordinator has:

- Experience in delivering a marketing strategy in a fast paced environment
- Excellent organisational and administrative skills including experience in word processing, spreadsheets, databases, mail clients, Adobe suite (specifically InDesign and Photoshop) and working on Mac computers
- Excellent attention to detail
- A high level of oral and written communication including copywriting and editing skills
- Experience creating EDMs in Campaign Monitor or Mailchimp
- Experience using Facebook, Twitter and Instagram for marketing purposes
- Demonstrated initiative and an ability to problem solve in the work-place and prioritise competing demands

It is **desirable** that the Marketing Coordinator has:

- Experience in an arts organization or interest in the arts
- Experience in event delivery
- Experience in digital and direct marketing campaigns
- Experience working on the back end of websites

**SCHEDULE:**

22 Jul - 4 Aug: 3 days per week  
5 Aug – 29 Sept: 4 days per week  
30 Sept – 13 Oct: 5 days per week  
14 – 27 Oct: 14 days (festival all days)  
from 28 Oct: 3 days post festival wrap

**TO APPLY:**

Please send the below to [emmaly@performancespace.com.au](mailto:emmaly@performancespace.com.au) by **9am Wednesday 3 July** interviews will be the following week.

- A cover letter outlining your interest in working with Performance Space as the Marketing Coordinator for Liveworks
- A curriculum vitae (CV) of no more than two pages listing two references;
- A statement of no more than two pages that illustrates how your skills, knowledge and experience incorporate the key responsibilities and match the selection criteria.

If you have any questions please contact:

Emmaly Langridge  
Marketing and Development Manager  
Performance Space  
[emmaly@performancespace.com.au](mailto:emmaly@performancespace.com.au) +61 2 8571 9111

Performance Space is committed to equality and diversity, through our program of activities and as an employer. Our practices and procedures aim to reflect the varied needs, expectations and culture of all members of our community. We make every effort to ensure that no member of the community receives less favourable treatment in our recruitment or when accessing our services on the grounds of gender, gender identity, disability, race, religion or belief, age or sexual orientation.