



JOB DESCRIPTION

Title:	Marketing and Administration Coordinator
Hours:	Part Time and Full Time, Contract (see schedule below)
Basis of employment:	until 31 December 2021
Salary:	Pro rata of \$55,000 – 60,000 per annum, plus superannuation
Applications Close:	Monday 23 May 2021, 9am
Reports to:	Marketing and Development Manager and General 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 35 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.

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

This role assists in the delivery of Performance Space's annual organisational marketing plan as well as the roll out of the Liveworks marketing plan. The Marketing and Administration Coordinator creates and distributes content for all areas of communications including social media, eDMs, website, printed collateral, ticketing and media. The position works closely with the Marketing and Development Manager to collaborate with our internal and external partners to deliver our comprehensive marketing and communications plan to an exceptional standard.

The Marketing and Administration Coordinator is responsible for the ongoing upkeep and analysis of our database, including working closely with the Marketing and Development Manager to collate and manage the implementation of our current data into a new platform.

The Marketing and Administration Coordinator will be responsible for implementing efficient administration within the Performance Space team including minute taking, compiling papers, diary management, overseeing meeting and catering arrangements, office management and working closely with the General Manager to implement efficient administration processes across the organization.

The Coordinator will also assist with event management for VIPs, program launches and opening nights, organising catering, invitations and guest list management.

DUTIES:

MARKETING

- Assist the Marketing and Development Manager in the successful delivery of the Performance Space marketing and communications strategy, working across all acquisition and retention channels to engage our community.
- Create engaging content and branded material that promotes Performance Space's programs and activities, including:
 - Concept 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 delivery of audience development strategies for Liveworks
- Maintain Performance Space's online presence through the maintenance of our website, event listings and other digital marketing as appropriate
- 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

ADMINISTRATION

- Manage the performance Space database – including working with the Marketing and Development Manager to collate and manage the implementation of our data into a new platform.
- Work under the supervision of the Marketing and Development Manager to manage selected VIP and program events including guest lists, catering and other logistics
- Manage minutes for staff meetings, meeting room booking and other diary management for the team
- Assist the General Manager with other administrative tasks as required such as office management, board meeting preparation and attending staff meetings

SELECTION CRITERIA:

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

- Experience in an arts organization or background in the arts
- 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, and working on Mac computers
- Proven experience managing administrative processes with excellent attention to detail
- Comfortable in the usage of Adobe suite (specifically InDesign and Photoshop)
- Exceptional oral and written communication skills including copywriting and editing
- Experience creating EDMs in Campaign Monitor, Mailchimp or similar platforms.
- Experience using Facebook, Twitter and Instagram for marketing purposes
- Demonstrated initiative and an ability to problem solve in the workplace and prioritise competing demands.

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

- Experience in event delivery
- Experience in using a database such as Salesforce
- Experience working with website CMS
- Some understanding of basic html

SCHEDULE:

May - 2 Aug:	3 days per week
3 Aug – 3 Oct:	4 days per week
4 Oct– 13 Oct:	5 days per week
18 – 24 Oct:	7 days (festival all days)
28 Oct - Dec:	3 days per week

TO APPLY:

Please send the below to stella@performancespace.com.au by **9am Monday 23 May** interviews will be later that week.

- A cover letter outlining your interest in working with Performance Space as the Marketing and Administration Coordinator
- 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:

Vanessa Lloyd

Vanessa@performancespace.com.au

0403 377 464

General Manager

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.