

Position Description

MARKETING & COMMUNICATIONS COORDINATOR

Role	Marketing & Communications Coordinator
Reporting to	Marketing & Communications Manager
Direct Reports	N/A
Start Date	July 2024
Salary	\$55,000 to \$60,000 per annum pro rata, commensurate with experience + 11% superannuation contribution
Entitlements	Standard, as per statutory requirements
Position Type	Full time, 38 hours/ week (Monday to Friday) Office hours are 9:00am to 6:00pm, though some out of office hours work may be required.
Duration	12 month contract, subject to 3 month and 6 month review process, and 6 month probationary period
Location	Dancenorth, Cnr Stanley and Walker Streets Townsville (Gurambilbarra), Queensland. Occasional out of office hours and weekend work will be required in this role.

ABOUT DANCENORTH

OUR ACKNOWLEDGEMENT

Dancenorth acknowledges the Traditional Custodians of the land upon which we make our work, the Wulgurukaba of Gurambilbarra and Yunbenun, and the Bindal of Thul Garrie Waja. The Wulgurukaba and Bindal people continue to nurture a deep and respectful relationship to land and sea and it is our great privilege and honour to create on their incredible country. We respectfully acknowledge neighbouring groups of our region – the Gugu Badhun and Nywaigi. We pay our respects to Aboriginal and Torres Strait Islander cultures; and their Elders past and present. We acknowledge the fact that sovereignty was never ceded and that Aboriginal people are Australia's first dancers.

OUR COMPANY

As a champion of the arts in North Queensland, Dancenorth Australia balances a dynamic regional presence with a commitment to creating compelling contemporary dance that tours the world.

We are deeply committed to the creation of adventurous new work and are unshakably committed to creating art. The art we make is deeply influenced by our regional location in Gurambilbarra (Townsville) and by our proximity to the natural wonders that surround us. Our creative process is genuinely collaborative, grounded in place and the outcomes are found in the space between each and every heart, mind and body that touches the work. We celebrate and honour myriad voices, from emerging artists to artistic Elders, the story of Dancenorth is the story of many.

OUR PURPOSE

Creating a culture of consciousness through the universal language of dance.

OUR APPROACH

Our approach is built on the ethics of collaboration and collision, authenticity, collegiality, discipline, care, and love. With bravery we enmesh all that we do, which permits and permeates:

reimagining, reconciliation, reflection, shapeshifting, discomfort, generosity, experimentation, boldness, unravelling, transformation, agency, contestation, presence, possibility, ambiguity, volatility, honesty, attention, chaos, vulnerability, fragility, dissonance, disruption, consciousness, collaboration, collision, reaction and meaning.

Centred on an inclusive ethos of shared ownership, collective conscience, support, interconnection and empowerment, Dancenorth's artistic philosophy provides a fertile framework which galvanises the company's creative and administrative endeavours.

Deeply connected to place, to the vastness of the sky, the richness of the land and the saline breath of the ocean, we embrace our regional home base in Gurambilbarra (Townsville) as a source of inspiration and creative energy. We respond to isolation as enabling, enriching and facilitating a way of making that is responsive to these people in this place at this time.

Our aim is to nurture technical virtuosity, intellectual rigour, and emotional presence in equal measure.

PURPOSE OF THE ROLE

The Marketing & Communications Coordinator supports the Marketing & Communications Manager to plan and deliver marketing campaigns and communications initiatives across the full scope of Dancenorth's diverse programs. The Marketing & Communications Coordinator plays a key role in implementing the annual marketing and communications strategy to engage, retain, and build Dancenorth's audiences, participants, and supporters locally, nationally, and internationally. The role also supports the administration of high-quality events, donor communications and fundraising activity. The role requires a proactive creative problem-solver, with highly developed communications skills, who is a collaborative and positive contributor to the Dancenorth team culture.

KEY RESPONSIBILITIES

MARKETING & COMMUNICATIONS

- Work with the Marketing & Communications Manager to implement the annual marketing and communications strategy and integrated marketing campaigns to achieve objectives and sales targets
- Coordinate event ticketing builds and ticketing operations, including ticket sales reporting.
- Administer Dancenorth's social media channels (Facebook, Instagram, LinkedIn) to drive engagement and grow the communities, ensuring a consistent application of the company's brand
- Maintain Dancenorth's website, including content updates and page building
- Design and produce email marketing campaigns (campaign emails, eNews, event invitations, philanthropy communications) to maximise engagement, conversion, and loyalty
- Compile analytics and report key insights and advice in relation to digital marketing channels
- Design and produce digital marketing content, maintaining the company's high-quality brand identity
- Draft, compile, edit, and proofread written content, publications, reports, and marketing materials; coordinating internal approvals as required
- Under the management of the Marketing and Communications Manager, assist with design briefs and coordinate workflow with the Content Designer, agencies and suppliers to produce collateral, publications, and documentation on time and within budget (graphic design, video, photography, printing)
- Coordinate advertising planning, buying and placement across press, radio, outdoor within assigned budget
- Manage the distribution of flyers and posters
- Assist in preparing and distributing media releases, and coordinating press enquiries and appearances
- Assist in preparing Presenter Packs and manage the accurate supply of marketing materials with Funding Partners, Commissioning Partners and Presenters
- Liaise with local and national peer organisations to facilitate cross-promotion opportunities

DEVELOPMENT

- Work with the Marketing & Communications Manager to support the Development Strategy
- Support donor administration, communications, engagement, and stewardship as required
- Maintain accurate and detailed records of donation income against annual targets and donor acknowledgments
- Assist with the design of new partnership proposals and presentations
- Track and coordinate partner deliverables (logo approvals, ticketing benefits, communications, acknowledgments, signage, advertising etc)
- Research and report on potential fundraising leads
- Collaborate on the delivery of required acquittals to funding bodies

GENERAL

- Contribute to departmental research, planning, strategy, reporting and evaluation
- Implement and maintain filing and archiving systems, including the image and video libraries
- Coordinate a broad range of administrative duties, including maintaining accurate information across timelines, project plans, task management software, invoicing, and data management as required
- Maximise the use of the CRM, developing and promoting best practice and continuous improvement to meet business objectives

The above list is not exhaustive, and the role may change to meet the overall objectives of the Company.

KEY SELECTION CRITERIA

ESSENTIAL SKILLS AND EXPERIENCE

- Demonstrated experience in coordinating integrated marketing campaigns, including managing digital marketing channels (website, email, and social media).
- Demonstrated experience in content development, including written and visual content.
- Demonstrated experience in working with internal and external stakeholders to deliver projects on time and within budget.
- Demonstrated project coordination skills with ability to manage competing priorities.
- At least 1 year of professional experience working in a marketing or arts administration role
- Strong written skills and ability to create content and copy with minimal direction
- Exceptional interpersonal and relationship management skills
- Strong project management and organisational skills with ability to manage competing priorities.
- Experience in negotiating and problem-solving complex issues
- Exceptional attention to detail
- Collegiate approach to working in a team
- Proficient in the MS Office Suite (Excel, Word, Outlook, Teams)

DESIRABLE SKILLS AND EXPERIENCE

- Marketing, Arts Management, Communication, Business or Design qualifications or equivalent industry experience
- Experience using CRMs
- Working knowledge of Adobe Creative Suite, Canva, Mailchimp and/or Salesforce.
- Graphic design skills or strong eye for design
- Knowledge of the performing arts industry

MAKING AN APPLICATION

Dancenorth is an equal opportunity employer that is proud of our inclusive and diverse work environment. We encourage Indigenous Australians and people from a range of cultural and linguistic backgrounds to apply for roles. We strive for diversity and inclusion in the workplace and to promote a culture of opportunity.

This job description serves to illustrate the scope and responsibilities of the position and is not intended to be an exhaustive list of duties. You will be expected to perform other job-related tasks requested by management and as necessitated by the development of this role and the development of the business.

TO APPLY

Applications close Monday, 27 May 2024 at midnight.

Dancenorth will contact applicants it would like to progress to interview no later than 31 May 2024, though may progress applications sooner for the right candidate.

Applications will only be accepted via email, sent to Eloise Grace, Company Producer eloise@dancenorth.com.au
Please mark the subject line "Your Name – Confidential Application – Marketing & Communications Coordinator".

Applications must include, in one PDF document:

- A short cover letter outlining why you'd like to work with Dancenorth;
- A two-page document (maximum) responding to the selection criteria;
- A CV that includes contact details for 2 current referees.

Incomplete applications may not be considered. Selection Criteria must be addressed.

Enquiries about the position can be directed to Sarah Mathiesen on (07) 4772 2549 or sarah@dancenorth.com.au