

Role	Marketing and Communications Manager
Reporting to	Executive Director and Co-CEO
Direct Reports	Marketing and Communications Coordinator, Content Designer
Start Date	January 2024
Salary	\$75k - \$85k per annum commensurate with experience
Entitlements	Standard, as per statutory requirements
Position Type	Full Time
Duration	24 month term contract from commencement Subject to a 3, 6 and 12 month reviews, and 6 month probationary period
Location	Dancenorth, Cnr Stanley and Walker Streets Gurambilbarra (Townsville), 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 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 and Communications Manager is responsible for leading the development and execution of marketing and

development strategies to engage, retain, and build Dancenorth's community of audiences, participants, and supporters locally, nationally, and internationally.

The Marketing and Communications Manager manages two part-time team members and external contractors to plan and deliver integrated marketing and communications campaigns across the full scope of Dancenorth's diverse program, encompassing both Dancenorth-presented and Presenter-led activities. This involves realising the vision and working collaboratively with the Executive team and Associate Artistic Director to produce high-quality brand and marketing content, including photographic and video documentation, as well as managing the company's brand, website, social assets, and CRM. The role is responsible for growing box office income and overseeing ticketing operations. The role directly manages the company's media relationships to enhance the company's profile and actively promote value and impact of the arts.

The Marketing and Communications Manager is responsible for the strategic cultivation and engagement of private sector relationships to retain and grow philanthropic and corporate support in line with the Development Strategy (2021-25). Embracing an integrated leadership approach, the role facilitates the Board's Development Working Group to design and implement authentic fundraising campaigns and achieve annual revenue targets.

This position is part of the management team at Dancenorth and will play an important role in helping to drive the company's direction. The Marketing and Communications Manager role requires a proactive creative problem-solver with highly developed communication and relationship management skills, who is a collaborative and positive contributor to the Dancenorth culture.

Key Responsibilities

STRATEGY, PLANNING AND MANAGEMENT

- + Develop and implement marketing, communications, and brand strategies in line with the company's Strategic Plan.
- + Contribute to the ongoing implementation of the Development Strategy.

BRAND

- + Work closely and alongside the Associate Artistic Director on all areas of the company's aesthetic assets both brand and program related.
- + Uphold Dancenorth's brand integrity across all marketing and communication channels, including across the Dancenorth website as well as television, radio, print, outdoor, social media, email, online advertising, SEO, content marketing, direct marketing, print materials and other platforms.
- + Work in collaboration with the Executive team to prepare key brand messaging and communication content such as speeches, correspondence, media releases, and other collateral.
- + Design and produce engaging digital storytelling assets, including video and static content.
- + Coordinate photographers and videographers for comprehensive program documentation.
- + Maintain and improve archiving systems for digital assets.

MARKETING AND COMMUNICATIONS

- + Plan and implement strategic omni-channel marketing and communications campaigns to achieve box office income and attendance/participation targets for the company's local performance, community experience, and sector development programs.
- + Write key campaign messaging and marketing copy, working closely with directors and artists.
- + Oversee the design and production of engaging campaign materials, including video and photography content in consultation with the Artistic Director and Associate Artistic Director.
- + Support presenter-led marketing campaigns through the provision of high-quality, market-ready content and marketing packages, as well as leveraging the company's resources to maximise reach and engagement for national and international tours.
- + Support domestic and international market development by producing Presenter Packs and production documentation for national and international tours.
- + Develop targeted and inclusive campaigns to encourage participation from diverse and minority communities, including people living with disability, Aboriginal and Torres Strait Islander peoples, young people, older people, and people who are culturally and linguistically diverse.
- + Manage communication and approval of marketing materials with key stakeholders including Government Bodies, Funding Partners, Commissioning Partners, and Presenters.

- + Conduct research to identify future needs, trends, and resources for effective marketing and audience development.
- + Lead the integration of Dancenorth's new CRM, Salesforce, and build best practice utilisation internally.

BOX OFFICE AND TICKETING

- + Manage box office and ticketing operations for local presentations, from build through to reconciliation.
- + Manage complimentary ticketing for touring presentations, in collaboration with the Company Producer, including the design and distribution of invitations.

MEDIA

- + Prepare media releases and manage the company's relationships with the media, including identifying strategic opportunities to pitch stories to grow the company's national and international profile.
- + Manage day-to-day media logistics, including collaborating with internal stakeholders to coordinate media calls and facilitate media interviews.

RESEARCH AND REPORTING

- + Conduct research to build a comprehensive understanding of the company's supporters, audiences, and positioning in the Australian performing arts.
- + Manage the writing, compilation, design, and delivery of the Annual Report.
- + Prepare marketing and campaign analysis for the Board.
- + Collaborate in the delivery of required acquittals to funding bodies.
- + Collaborate in the Evaluation of Dancenorth projects and programs in liaison with the Company Producer and other key staff.

LEADERSHIP AND TEAM MANAGEMENT

- + Lead, manage, and mentor the Marketing and Communications Coordinator and Content Designer.
- + Work openly and collaboratively with all members of the Dancenorth team, artists, contractors, and Board members.
- + Brief, manage and evaluate the performance of external service providers including publicity, graphic design, photography, videography, web design and audience research.

FINANCE

- + Forecast and manage Marketing & Communications budgets for both Core and Projects.
- + Manage and provide regular tracking updates on individual campaign and project budgets.
- + Follow all financial processes within company timeframes and other budget requirements.
- + Distribute receipts to donors, and assist in regulatory reporting to ASIC, ACNC, OFTQ and other regulatory requirements.

DEVELOPMENT

- + Facilitate and administer the Board's Development Working Group meetings in collaboration with the Artistic Director and Co-CEO to sustain authentic connections with donors, sponsors, and trusts and foundations, while ensuring that revenue targets are met or exceeded.
- + Steward and engage current donors, including managing regular and appropriate communication, invitations, and recognition.
- + Research, identify and nurture prospective philanthropic supporters, including managing the Engagement Calendar and Prospect Tracker.
- + Oversee End-of-Financial Year campaign, developing strategy in consultation with the team and Board.
- + Maximise the use of Salesforce to build greater understanding of potential supporters.

OTHER DUTIES

- + Act as FOH attendant/ usher for local performances

Key Selection Criteria

ESSENTIAL SKILLS AND EXPERIENCE

- + Tertiary qualifications in Marketing and Communications or a minimum of three (3) years relevant industry experience, preferably in the arts, events or festivals environments.
- + Demonstrated success in delivering strategic marketing and communications campaigns that meet income and

- attendance targets.
- + Strong knowledge and experience of digital marketing platforms, including social media, CRM, email marketing software, and data analytics to drive strategic decision-making.
- + Excellent communication skills for engaging diverse stakeholders, including strong written, visual, and verbal communication skills.
- + Demonstrated ability to lead and manage a team.
- + Strong financial acumen, including budgeting, reporting, forecasting.
- + Ability to manage competing priorities and projects simultaneously, with strong attention to detail.

DESIRABLE SKILLS AND EXPERIENCE

- + Understanding of basic project budgeting and account management principles.
- + Familiarity with Mailchimp, Salesforce, Tank CMS, Canva, Adobe.
- + Current driver's license.
- + Experience and desire for working within a small to medium arts organisation.

PERSONAL QUALITIES

- + Professional and organised approach with an ability to work under pressure
- + Creativity and flair, with excellent attention to detail and strong systems management
- + Ability to delegate and collaborate with clarity, grace and good humour.

Making An Application

TO APPLY

Applications close at midnight on Monday, 4 December 2023. Late applications may not be accepted. Applicants must be available for interviews in the week commencing 8 January 2024. Interviews will be held at the Dancenorth office in Townsville.

Applications will ONLY be accepted via direct email, sent to eloise@dancenorth.com.au. Please mark the subject line "Confidential Application – Marketing and Communications Manager", and include your name and the position in your attached documents.

Applications must include, in one PDF document:

- + A cover letter (maximum 2 pages) outlining why you'd like to work with Dancenorth and how your experience responds to the Key Selection Criteria above.
- + A CV that includes contact details for 2 current referees.

Please note that incomplete applications will not be considered.

Enquiries about the position can be directed to Eloise Grace, Company Producer on (07) 4772 2549 or eloise@dancenorth.com.au

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.