

JOB PACK

MARKETING AND AUDIENCE DEVELOPMENT MANAGER

MAY 2019



La Boite | Your Voice, Your Stories, Your Theatre

La Boite is an Australian national treasure and one of Queensland's most revered producing houses. As Australia's oldest continuously running theatre company, La Boite has been home to the adventurous and the alternative for more than 90 years.

La Boite understands that the stories, ideas and voices of our city and country are many and varied and as such seeks to represent and engage in this beautiful and rich diversity: the diversity of form, ideas, ethnicity, gender and identity.

La Boite is committed to collaboration, which starts and ends with our artists. Our Artist Development Programs span from commissions and workshops through to dedicated developments of new works, as well as participation in our annual HWY Festival. Our Youth & Participation programs cultivate the next generation of performers in the Queensland Arts Industry.

We actively seek out collaborations with exciting partners to create new work and expand the possibilities of form. In the past, La Boite has presented work with Brisbane Festival, Circa, Sydney Theatre Company, Belvoir, Griffin Theatre Company, Opera Queensland, Dead Puppet Society, The Farm, Playlab and QUT Creative Industries.

In 2019, under Artistic Director Todd MacDonald, La Boite continues to develop and present vital new Australian work.

Vision

A locally, nationally and internationally impactful theatre company known for its daring, passion and connectedness.

Mission

To create exhilarating theatre that embraces audiences and elevates artists through its engagement with its community.

We Value

Artistic Process

At the core of La Boite are the artists and their process. We believe in long term investment in development. We believe in discipline, patience and flexibility in our creative interactions.

Respect

We embed diversity in all we do. We acknowledge the traditional owners where we create and are responsive and inclusive with our audiences and artists.

Relevance

We make work that is connected to our communities locally and globally. We respond to our environment, provoke change and encourage debate.



Alex Lee, Courtney Stewart and Hsiao-Ling Tang in *Single Asian Female* by Michelle Law, 2017
Photo by Dylan Evans

ABOUT THE JOB | MARKETING & AUDIENCE DEVELOPMENT MANAGER

La Boite is seeking a best-of-breed Marketing & Audience Development Manager who is looking to make their mark on one of the country's most exciting creative organisations. The Marketing Manager will need to be driven, passionate and equal parts strategic and creative. They will bring a much-needed energy to the role and have the ability to confidently make decisions to best serve the Company's greater marketing and development needs. They will have experience leading a team and liaising with external suppliers and agency partners. They will be a self-starting and autonomous team player and enjoy operating outside the box.

La Boite is a unique workplace and offers incredible opportunity to grow and 'own' your job – the role of Marketing & Audience Development Manager will oversee the direction of all marketing activities including above and below the line activities, with a focus on optimising existing and new partnerships.

The ideal person will possess a positive attitude and be embedded in a similar creative industry. They will be excited to work within a team of talented professionals and bring with them a keenness to offer strategic expertise while still getting their hands dirty given the nature of the small but nimble administrative team.

The Marketing & Audience Development Manager will come with experience across the full gamut of marketing and communications and have demonstrable experience creating, planning and implementing marketing campaigns that produce results. They will either have experience in a not-for-profit or understand the unique environment in which they operate and succeed.

The sole responsibilities encompass leading all marketing activities of the Company, growing audiences and supporting the development and promotion of new work.

We are looking for a collaborative, proactive person confident and capable of navigating the cultural complexities of the broad array of the communities we work with. The successful candidate will be passionate about communicating the unique value of La Boite's programs to audiences; enjoy a fast paced, dynamic workplace and value diversity and collaboration. Central to success will be an excitement for working closely with our artists to devise and implement marketing campaigns that are specific to the work and the artists.

La Boite is committed to diversity in its workforce and strongly encourages Aboriginal and Torres Strait Islander and Culturally and Linguistically Diverse applicants to apply.

Overview

Hours:	Full-Time 38 hr/week Office hours are 9am to 5.30pm Regular outside office-hours work required including attendance at out-of-hours events including previews, Opening Nights, partner functions etc.
Reporting to:	The position reports directly to the Executive Director and works closely with the Artistic Director.
Supervising:	Part-time Marketing Coordinator, Consultant Graphic Designer and Consultant PR Agency
Additional Conditions:	N/A

La Boite Theatre Company values the importance of a work/life balance and flexible working hours are available.

Goal

Grow La Boite audiences, increase brand awareness and maximise box office revenue through innovative and high-quality marketing, advertising and audience development strategies and activities.

Duties

1. Plan, implement and evaluate comprehensive marketing campaigns for La Boite's season, productions and programs including Artist Development and Youth & Participation Programs
2. Plan, implement and evaluate comprehensive audience development strategies that support La Boite's Strategic Plan, specifically the goal to build and retain diverse audiences
3. Work collaboratively within the organisation, and build and maintain strategic external relationships to implement La Boite's Strategic Goals
4. Be responsible for providing a high level of customer service

Responsibilities

1. **Plan, implement and evaluate comprehensive marketing campaigns for La Boite's season, productions and programs including Artist Development and Youth & Participation Programs**
 - Work with the Artistic Director, Executive Director and Board Marketing Subcommittee to develop and implement an annual Marketing Strategy
 - Work with the Artistic Director, Executive Director, Creative Producer, PR Consultants and key creative artists to develop production and program specific marketing plans including developing, monitoring and managing marketing budgets
 - Develop, manage and oversee company marketing channels including, but not limited to, advertising, distribution, merchandise, signage, e-news, direct mail, website and social
 - Manage the preparation, coordination and distribution of marketing collateral and promotional materials including annual season brochure, posters, flyers, programs, signage and other print and electronic materials
 - Manage and provide leadership to the part-time Marketing Coordinator, delegating responsibility for coordination and implementation as appropriate
 - Work closely with the PR Consultants who will develop and implement PR and Social Media plans that support the marketing strategy and production specific marketing plans
 - Manage and brief external suppliers, including Graphic Designer, photographers, multi-media producers for the delivery of marketing campaign collateral
 - Write, source and edit copy for high quality print and online promotional materials that are consistent with and positively reflect the La Boite brand
 - Develop a digital strategy that requires an ongoing monitoring and measuring of marketing trends
 - Oversee the maintenance and updating of the company's website by the Marketing Coordinator
2. **Plan, Implement and Evaluate comprehensive Audience Development strategies that support La Boite's Strategic Plan, specifically the goal to build and retain diverse audiences**
 - Develop and implement strategies to grow diverse audiences for La Boite's productions and other programs, including but not limited to culturally and linguistically diverse audiences and Indigenous audiences
 - Work with the Creative Producer and Youth & Participation Producer to develop and implement strategies to grow under 30s audiences for La Boite's productions and other programs
 - Conduct, commission and analyse market research to provide accurate and strategic information on existing and potential audiences, with specific reference to Strategic Plan Goals and funding body Key Performance Outcome measures
 - Ensure the currency and efficiency of all audience databases/distribution lists
3. **Work collaboratively within the organisation, and build and maintain strategic external relationships to implement La Boite's marketing strategies and plans**
 - Work closely with project partners and creative teams to develop and implement marketing and audience development strategies
 - Circulate sales reports, campaign and audience development outcomes, and audience analysis internally and to external producing partners as required
 - Take overall responsibility for storage and archiving of all Marketing Department records
 - Work collaboratively with other arts organisations and venues to coordinate cross-promotional activities
 - Participate in fortnightly Heads of Department meetings, and monthly staff meetings
 - Work with the Finance & Venue Manager to manage ticketing functions of the company and to ensure venue branding and promotions are comprehensive and effective

4. Be responsible for providing a high level of customer service

- Provide advice to all staff regarding branding and style guides
- Ensure that communications, sales and services to season ticket holders and single ticket buyers are effectively and efficiently provided by both La Boite staff and QTIX staff
- Ensure that all sellers are aware of all marketing campaigns and offers
- Represent the Company on all relevant professional associations and bodies and at appropriate functions and events

Other

- **Reporting**
 - o Evaluate campaigns and prepare marketing reports for both internal use and external acquittals.
 - o Provide monthly reports outlining progress of strategic goals, accurate financial information and forecasts.
- Comply with La Boite's Workplace Health and Safety Policy and actively promote safety in the workplace
- Comply with La Boite's policies and procedures and with relevant legislation and regulations.
- The incumbent can expect to be allocated duties, not specifically mentioned in this document, but within the capacity, qualifications and experience normally expected from persons occupying positions at this classification level.

Selection Criteria

1. A minimum of five years marketing experience with demonstrated experience in all aspects of developing, implementing and analysing effective marketing and audience development campaigns (including experience in a management position)
2. Understanding of marketing practices and trends across all current and emerging mediums, including digital technologies and market research.
3. Experience in project management and working to deliver competing priorities with limited resources.
4. Proven experience in managing budgets, including monitoring expenditure and maximising outcomes with limited resources.
5. Proven experience in building and maintaining excellent relationships with a broad range of internal and external stakeholders (including, audiences, staff and partners).
6. Excellent attention to detail with strong communication and negotiation skills.
7. Highly developed organisational and time management skills with the ability to work autonomously.

Additionally, It is expected that the successful candidate would have a strong knowledge of the arts community and Australian performing arts industry.

How to Apply

Your application should include the following:

- A cover letter highlighting your key skills and experience
- A statement of no more than four A4 pages demonstrating how your skills and experience address each of the selection criteria.
- A current resume, including contact details for two referees

Please email your application by 5pm on Wednesday 22 May 2019 with *Marketing and Audience Development Manager* in the subject line to: jobs@laboite.com.au

If you would like more information about the role, please email jobs@laboite.com.au or call La Boite's Executive Team on 07 3007 8600.



Andrew Johnson, Mik Easterman, Naomi Price, Michael Manikus, Jason McGregor
In La Boite and The Little Red Company's *Lady Beatle* - image by Dylan Evans