

JOB PACK | MARKETING COORDINATOR

NOVEMBER 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 COORDINATOR

La Boite is seeking a Marketing Coordinator.

The La Boite Marketing Coordinator will support the Marketing & Audience Development Manager to build La Boite's audience and profile through effective marketing, promotions and publicity activities.

La Boite is a unique workplace and offers incredible opportunity to grow and 'own' your job. The ideal person will possess a positive attitude and be embedded in a similar creative industry. This position is an excellent opportunity for a motivated individual who thrives in a fast-paced and creative environment, who will bring with them a keenness to offer marketing expertise while still getting their hands dirty given the nature of the small but nimble team.

La Boite is an inclusive organisation and strongly encourages Aboriginal and Torres Strait Islander and Culturally and Linguistically Diverse applicants to apply.

The position is full-time and based in Brisbane with some travel and outside work hours required.

Overview

Hours:	Full-time 38/week (5 days, Mon - Fri) Office hours are 9am to 5.30pm Some outside office-hours work required. Attendance at out-of-hours events including Opening Nights required.
Reporting to:	The position reports directly to the Marketing & Audience Development Manager and works with the Marketing and Design Assistant.
Supervising:	N/A.
Additional Conditions:	N/A.

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

Goal

To support the Marketing & Audience Development Manager (M&ADM) to build La Boite's audience and profile through effective marketing, promotions and publicity activities.

Duties and Responsibilities

1. Develop and implement high-quality and cost-effective marketing campaigns and materials for La Boite productions and other programs.

- Work with the M&ADM to implement marketing campaigns, promotional initiatives and other projects, ensuring they are on brand, on schedule and delivered to a high standard.
- Coordinate and/or provide support on new program launches, including associated launch plans, timelines and project plans.
- Work with the M&ADM to identify cross-promotional opportunities with other arts organisations, partners and stakeholders, coordinating giveaway and comp lists internally with ticketing staff.
- Research and establish relationships with influencers, community groups and organisations to drive new audience development strategies.
- Implement, maintain and monitor social media campaigns across all platforms in consultation with external agency and M&ADM, tracking progress, monitoring daily online presence and delivering a monthly report, analysis and recommendations.
- Maintain laboite.com.au, ensuring content is always up to date, preparing monthly Google Analytics reports and bi-monthly site reviews.
- Provide graphic design and print production support – including brochures, digital ads and social media content

- Draft and coordinate the La Boite EDM schedule and maintain the La Boite audience database, managing the development and build of outgoing EDMs for multiple consumer segments.
- Coordinate clear marketing communications between stakeholders; including presenting partners, media, producers, artists and the wider team.
- Work with the Youth & Participation Producer to design and implement marketing campaigns for Youth & Participation programs including but not limited to the Ambassador Program, Acting Studio, Young Artists Company and school bookings campaigns.
- Work with the Creative Producer to design and implement marketing campaigns for HWY and other artist development activities of the company.

2. Work with external consultants in delivering PR, Social Media, Video, Design and Website to generate awareness of La Boite production and programs.

- Work with external consultants to deliver high quality photography, video content and other material for La Boite's digital platforms including social media, blog and direct marketing.
- Coordinate and manage photo and video production assets for main stage works, archival footage, rehearsals, events, socials, and broadcasts.
- Manage reviewer invites, attendance and post-show follow-ups.
- Work with external agency to deliver high quality public relations activities, including coordination of media interviews with cast and crew.
- Liaise with artists, agents and production staff on publicity requirements and media engagements, ensuring they're well prepared and briefed for interviews, media calls and other engagements.
- Coordinate distribution of assets, including photos and promotional materials (bios/ press releases) for each show to relevant media and third parties where required.
- Distribute publicity material to the cast, crew and management as required.

3. Provide high level support to the Marketing & Audience Development Manager, Senior Management and broader team as required

- Provide reporting data from ENTA, Mailchimp, survey monkey, Google Analytics, social media and other data sources for analysis as requested by management.
- Provide general administrative support across marketing department, including printing coordination, on site signage installs, mail outs, meeting minutes, collating monthly reports and post show surveys.
- Assist with phone bookings and other services at peak times.
- Other duties as required.

What you'll need to be successful...

- Strong knowledge of Adobe Creative Suite and Microsoft Office.
- Strong copywriting skills and experience writing across multiple platforms.
- Working knowledge of website CMS systems (Wordpress is ideal), SEO, SEM and PPC campaigns.
- Brand and campaign management experience.
- A passion for social media and digital marketing.
- Ability to multi-task and thrive in a fast-paced environment with shifting priorities and time-sensitive deadlines.
- Organisation skills with strong attention to detail.

Other

- 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.

How to Apply

Your application should include the following:

- A cover letter highlighting your key skills and experience
- A current resume, including contact details for two referees

Please email your application by 5pm on Monday 2 December 2019 with *Marketing Coordinator* 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 Marketing and Audience Development Manager Joeli Gribben on 07 3007 8600.



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