

## JOB INFORMATION PACK | MARKETING & PR MANAGER

La Boite Theatre Company is seeking an experienced, dynamic and collaborative Marketing & PR Manager to lead the marketing department, connect with artists and communities, maximise box office revenue, and design and deliver marketing strategy, promotions and digital engagement goals for this nationally recognised theatre company

This position is an excellent opportunity for a motivated arts marketer who thrives in a fast-paced and creative environment. The successful candidate will work in close partnership with the Artistic Director and General Manager and is responsible for all marketing and engagement objectives including the development and implementation of the annual marketing plan.

Key to the position will be a passion to develop new audiences in alignment with the company programming, to connect authentically with our artists, and in turn with our existing and new audiences.

Culturally and Linguistically Diverse and Indigenous applicants, and those applicants with experience working with diverse artists and communities, will be highly regarded.

### **La Boite Theatre Company**

Since 1925 La Boite has represented the adventurous and alternative. There has always been a strong focus on the development of new work and artists, and today it is no different. The stories, ideas and voices of our city and country are many and varied and La Boite seeks to represent and engage in this beautiful and rich diversity; the diversity of form, of ideas, ethnicity, gender, age, sexuality – of identity.

**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.

### **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 Monday 10 July** with Marketing Manager in the subject line to: [jobs@laboite.com.au](mailto:jobs@laboite.com.au)

For more information contact General Manager, Katherine Hoepper on 07 3007 8602 or [katherine@laboite.com.au](mailto:katherine@laboite.com.au)

**POSITION DESCRIPTION****Job Title: MARKETING & PR MANAGER**

---

**Work Hours/Breaks:** generally 38 hours/week.**Additional Conditions:** Out of hours work is expected with this position. La Boite values the importance of a work/life balance and flexible working hours are available.**Reporting relationships:** The position reports directly to the General Manager.**Supervisory Relationships:** The position supervises a full-time Marketing Coordinator and a full-time Graphic Designer/Digital Marketing Coordinator and works closely with the Artistic Director and Creative Producer.**Goal**

---

To build La Boite's profile and audience, and maximise box office revenue, by ensuring high-quality marketing, advertising, publicity and promotional activities of the company.

**Duties**

---

1. Provide Leadership to the Marketing Department including developing and implementing whole of organisation and project/production specific marketing plans
2. Take overall responsibility for the marketing and promotion of all La Boite activities
3. Develop and implement strategies to support La Boite's Strategic Plan, specifically the goal to build and retain diverse audiences
4. Develop and coordinate strategies which promote La Boite locally and globally
5. Be responsible for providing a high level of customer service

**Responsibilities and Duties**

---

- 1. Provide Leadership to the Marketing Department including developing and implementing whole of organisation and project/production specific marketing plans**
  - Manage and provide leadership to the Graphic Designer and Marketing Coordinator
  - Work with the Artistic Director, General Manager and Board Marketing Subcommittee to develop and implement an annual Marketing Plan
  - Devise and implement project/production specific marketing plans to guide the work of the marketing department
  - Participate in annual Organisational Strategic Plan review with Executive Management as required
- 2. Take overall responsibility for the marketing and promotion of all La Boite activities**
  - Develop and supervise marketing strategies and campaigns for the company's activities
  - Manage the production of the Company's printed and online material including annual program brochures, press releases, articles, calendar listings, E News and web material.
  - Supervise the design and/or placement of advertisements
  - 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
  - Maintain La Boite's online social media communication strategy
  - Develop, monitor and manage marketing budgets
  - Circulate sales reports, campaign and audience development outcomes, and audience analysis
  - Supervise the management of all databases
  - Manage company signage and displays
  - Manage the maintenance and updating of the company's website
  - Take overall responsibility for storage and archiving of all Marketing Department records

**3. Develop and implement strategies to support La Boite's Strategic Plan, specifically the goal to build and retain diverse audiences**

- Develop and implement strategies to grow cultural and linguistically diverse audiences for La Boite's productions and other programs
- Develop and implement strategies to grow Indigenous audiences for La Boite's productions and other programs
- Work with the Creative Producer and Youth and Participation Producer to develop and implement strategies to grow under 30's audiences for La Boite's productions and other programs
- Implement data collection and analysis strategies to measure the growth and retention in diverse audience
- Work closely with project partners and creative teams to develop and implement the above strategies

**4. Develop and coordinate PR strategies which promote La Boite locally and globally**

- Create and determine publicity/press materials to generate continued greater awareness for La Boite
- Manage the Marketing Coordinator to effectively cultivate and maintain media contacts in order to generate relevant stories, interviews and other media coverage.
- Manage the Marketing Coordinator to arrange and organise media interviews (print, radio and TV) for productions or about the company in general.
- Manage the Marketing Coordinator to ensure that artists/staff are well prepared for all media engagements
- Coordinate, schedule and proof all advertising material
- Oversee dressing of venues for public performances and/or events
- Coordinate invitation lists and ticket allocations for previews and VIP nights
- Oversee the archiving of all press clippings, video clips, radio tapes and photo library and the regular updating of the digital archive
- Distribute publicity material to the cast and crew, Board and management as required.

**5. 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
- Work with the Venue Operations Manager to manage ticketing functions of the company and to ensure venue branding and promotions are comprehensive and effective

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 three years marketing experience with demonstrated experience in all aspects of developing, implementing and analysing effective marketing and PR campaigns
2. Knowledge and/or experience of customer and market research
3. Demonstrated experience working to develop new and/or diverse audiences
4. Ability to work with autonomy leading a small and flexible team
5. Knowledge of the arts community and Australian performing arts industry
6. Knowledge of Microsoft Office, Facebook advertising, Google Adwords and CRM systems will be highly regarded
7. Excellent oral and written communication skills, particularly with regard to developing marketing and publicity copy

**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 Monday 10 July** with Marketing Manager in the subject line to: [jobs@laboite.com.au](mailto:jobs@laboite.com.au)

For more information contact General Manager, Katherine Hoeppe on 07 3007 8602 or [katherine@laboite.com.au](mailto:katherine@laboite.com.au)