



JOB PACK

HEAD OF MARKETING & AUDIENCE DEVELOPMENT

FEBRUARY 2024

THE WHOLE WORLD ON SHOW

ACKNOWLEDGEMENT TO COUNTRY

At La Boite, we acknowledge the country on which we work and the traditional custodians of this land – the Turrbal and Jagera people. We pay our respects to their Elders past and present. We honour the Aboriginal and Torres Strait Islander people whose lands, winds and waters we all now share and their ancient and enduring cultures. This country was the home of storytelling long before La Boite existed, and we are privileged and grateful to share our stories here today.



ABOUT LA BOITE THEATRE | THE WHOLE WORLD ON SHOW

La Boite is an iconic Australian theatre company and one of Queensland's most revered producing houses. As Australia's oldest continuously running theatre company, La Boite has been creating inspiring, innovative, and adventurous theatre for nearly 100 years.

La Boite has a proud reputation for developing artists and audiences – with the aim to push the boundaries of theatre and create a pathway for local and national artists to mainstream stages in Brisbane and beyond. La Boite plays a crucial role in the local, state, and national arts sector as an incubator and producer of new work.

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 rich diversity of form, ideas, ethnicity, gender, and identity.

La Boite is committed to building workplace diversity, access, and inclusion. Diversity is central to innovation, and access and inclusion are key to unlocking its potential. La Boite's diversity will be reflected in its programs and storytelling, as well as in its workforce, audiences, artists, and partnerships. La Boite supports all people, including from First Nations people, people who are disabled and/or d/Deaf and/or neurodivergent, people from diverse cultural and linguistic backgrounds, and lesbian, gay bisexual, transgender, and intersex (LGBTQIA2+) people.

VISION

Another century of changing our world, one story at a time.

PURPOSE

To create powerful connections between artists and audiences through stories that entertain, move, empower, surprise, and transfix.

WE VALUE

RELATIONSHIPS La Boite is people-centred, embedding a mindset of thoughtful risk-taking, creativity and innovation while being responsive to our partners' shared strengths and aspirations, and enhancing audience expectations.

RESILIENCE Through a passionate dedication to diversity, La Boite will thrive with considered, confident and connected strategies that strengthen the company.

REPUTATION La Boite will continue to grow and strive for greater profile, cementing its role as a vital cultural hub in Brisbane, Queensland and Australia while also distinguishing itself globally as a passionate and necessary storytelling institution.

SUSTAINABILITY La Boite will strengthen its sustainability and independence through commercial growth, enabling increased artistic and audience development.

OVERVIEW

Type: Full Time
Hours: 38 hrs p/week (9am to 5.30pm)

The requirements of this position include a degree of flexibility as you will be expected to work on events that may fall outside of usual hours or for additional hours to meet our changing business needs and the demands of your role.

Reporting to: Artistic Director/ CEO
Supervising: Marketing Coordinator, Graphic Designer & external PR Agency

Pay: To be discussed

Conditions: Qualifications / licenses required prior to commencing:
Queensland Blue Card – Working with Children

GOAL

Maximise box office revenue, grow La Boite audiences and increase brand awareness 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.
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 and Board Marketing Subcommittee to develop and implement an annual Marketing Strategy
 - Work with the Artistic Director, Head of Business, Creative Producer, PR Consultants, and key creative artists to develop production and program specific marketing plans including developing, monitoring, and managing marketing budgets to meet agreed ticket sales target
 - Develop, manage, and oversee company marketing channels including, but not limited to, advertising, distribution, merchandise, signage, e-news, direct mail, and web
 - Manage the preparation, coordination, and distribution of digital and print marketing collateral and promotional materials including brochures, posters, flyers, programs, signage, and other materials
 - Manage and provide leadership to the Marketing Coordinator and Graphic Designer, 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 Designers, 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
 - 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 Head of Business to develop and implement strategies to grow 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 Senior Leadership meetings, and monthly staff meetings
 - Work with the Operations & 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
 - 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

SELECTION CRITERIA

Essential Experience

- 5+ years marketing experience with highly developed stakeholder management skills
- Tertiary marketing or related qualification
- Experience in development, management and implementation of media strategy and buying to generate maximum efficiency & effectiveness
- Extensive experience in managing and evaluating research and developing actionable insights and outcomes
- Strong organisational skills and ability to prioritise in a changeable environment
- Illustrated competence across the full suite of digital marketing tools, including written communications, website development/maintenance, research, and brand management
- Knowledge of social and digital trends, along with experience in SEO, channel optimisation and web analytics
- Strong skills relating in the Adobe Creative suite (InDesign, Photoshop, Premiere Pro)
- Experience with a database/CRM (Filemaker, Salesforce, Tessitura) highly beneficial
- Previous budgeting and business planning experience
- Knowledge of the Australian cultural sector, its practices, and supporters with a particular focus on contemporary art-forms and independent artists
- A high-level of cultural competency and experience working with First Nations People, People of Colour, and structurally disadvantaged communities. Where such experience may need developing, an ability to articulate your skills gap and identify approaches to building your own knowledge capacity is required.

Other

- o 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 responding to the essential experience.
- A current resume, including contact details for two referees (these will not be contacted without your permission).

Please email your application by cob Wednesday 6th March 2024 with *Head of Marketing & Audience Development* 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 the Head of Business, Ian Prowse, on 07 3007 8600.