

## **JOB DESCRIPTION**

### **MARKETING/ OFFICE CO-ORDINATOR**

Responsible to: Marketing Director

CDP Theatre Producers are looking for a Marketing/ Office Co-ordinator to work with the Marketing Director on all aspects of the marketing campaigns to deliver effective publicity and promotion for all productions and tours. The role also includes some general office and production responsibilities.

## **KEY RESPONSIBILITIES**

### **MARKETING RESPONSIBILITIES**

- Manage CDP's social media activities including the booking of social media advertising within approved budgets and creating content.
- Create and manage Marketing timelines and budgets.
- Produce and proof print and marketing materials in consultation with external designers and stakeholders
- Arrange distribution of print and posters through selected channels and manage levels of print in-house
- Co-ordinate direct mail to generate schools bookings
- Liaise with Tour Venue publicists, producers, and other relevant partners, to help deliver marketing plans effectively
- Review and approve Tour Venue marketing materials including TV & radio spots, season brochures, and e-mails. Confirm all show information is represented accurately and that brand, design guidelines, and funding requirements are met by each piece.
- Respond to publicity requests by liaising with publicists and company to ensure the best possible outcomes for both parties
- Source and Collate and use ticket sales to evaluate campaigns and feed into future planning
- Produce and update front of house signage and arrange distribution
- Receive specs and deadlines for ad materials (print, digital, outdoor and front of house) and provide direction to designers.
- Manage the CDP Database and schedule and design in-house EDMs.
- Manage the CDP website.
- Other Marketing tasks as required

### **OFFICE/ PRODUCTION RESPONSIBILITIES**

- Manage Tour Merchandise sales, including the coordination of Sellers and Inventory management.
- Coordinate complimentary ticket requests from artists, creatives and staff.
- Coordinate office and production related events e.g. creative development showings.
- General office administration such as answering the phones and managing office stationery.
- Manage Asset Register including the movement of audio equipment, registering assets to particular shows, and overseeing the repair and maintenance of equipment.
- From time to time, assist the Producers with other out of office Production related requests, such as rehearsal room set up and set loads.
- Other tasks as required.

**ESSENTIAL SKILLS**

- Experience in an Arts Marketing role.
- Knowledge of, and experience in, using a range of social media channels.
- Excellent organisational skills, with an ability to prioritise and work well under pressure.
- Strong Initiative and problem solving abilities.
- Excellent attention to detail, with the ability to work accurately and quickly with limited supervision.
- Creative, with a positive, 'can do' attitude.
- Strong communication and interpersonal skills, and an ability to work well as part of a team (both within the marketing team and the organisation as a whole).
- Solid IT skills.

**DESIRABLE SKILLS**

- Higher Education qualification in marketing/communications or equivalent.
- Experience in a touring organisation.
- Drivers licence.

**TO APPLY**

Email: [info@cdp.com.au](mailto:info@cdp.com.au)

Closing date: Monday 11 March