

# ILBIJERRI

THEATRE COMPANY

## POSITION DESCRIPTION

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### MARKETING & ADMIN COORDINATOR

#### ABOUT ILBIJERRI THEATRE COMPANY

ILBIJERRI is one of Australia's leading theatre companies, and is the longest-established First Peoples' theatre company in Australia, celebrating 30 years strong in 2021.

ILBIJERRI creates, presents and tours powerful and engaging theatre - creating innovative works by First Peoples' artists - that gives voice to our Cultures.

ILBIJERRI is committed to growing and influencing a sustainable and vibrant arts ecology - for our First Peoples' and the broader sector - and is investing in the next generation of First Peoples' theatre makers and industry professionals.

Deep listening with and for Community and Country is central to our work. We take seriously our role as cultural leaders, continuing to make work that speaks to the truth of this country, celebrating the extraordinary resilience and strength of our Communities.

ILBIJERRI continues to bring the brilliance and sophistication of bold, Black voices to audiences across Australia and the world.

#### POSITION OVERVIEW

While the primary function of this role is to play a key role in the creation and execution of a brand new social media and digital marketing strategy for ILBIJERRI, under the guidance of the Marketing Manager, this exciting opportunity also allows the successful candidate to learn about theatre-making operations more generally.

This hybrid role (which you will help shape to fit you, and the organisation) also encompasses working alongside ILBIJERRI's team of producers, learning by assisting in some administrative areas required by them, including (but not limited to) coordinating travel logistics for our touring cast and crew, and assistance in coordinating opening night celebrations and VIP functions. Yes, there will be spreadsheets!

In addition, as an excellent communicator, you will play a critical role in managing day-to-day external enquiries via email, phone, and in person visitors and suppliers -

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managing related enquiries and opportunities to relevant team members across all departments. Plus, other general administrative duties as required.

Sounds busy? It is! But as one of many critical cogs in the ILBIJERRI theatre-making machine, you will also be able to assist in making this organisation more efficient than ever.

It's a little bit 'choose your own adventure', a healthy dose of creative opportunity, mixed with good old fashioned hard work - all 'musts-haves' for anyone wanting to work in the arts!

### KEY INFORMATION

SALARY - \$60-\$70K pro rata, based on experience + super

HOURS - 37 hours per week/ 5-days / flexible arrangements negotiable based on successful applicant's needs and organisational requirements.

TERM - 12-months permanent, with a 12-week probationary period

PRIMARY SUPPORT/REPORTS TO - Marketing Manager with other direct staff touchpoints

OTHER SIGNIFICANT INTERNAL RELATIONSHIPS: Based on project/ task, this role also works closely with Producers, General Manager, and Finance Manager.

### KEY RESPONSIBILITIES

#### **MARKETING**

##### SOCIAL MEDIA / WEBSITE

- Assist with creation and execution of social media campaigns for ILBIJERRI and our outward brand presence amongst our fans and networks.
- Maintain ILBIJERRI listings in online directories
- Maintain and update website content with guidance from the Marketing Manager.

##### PROJECT & EVENT MARKETING

- Assist in the production of strategic creative marketing collateral for productions - including touring venue marketing kits.
- Assist in proofreading internal and external marketing collateral from the team, partners and venues.

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- Undertake research of competitors, cross-promotion opportunities, target markets for projects
- Assist with sourcing of appropriate content for media
- Develop your media release writing skills

### DIRECT MARKETING

- Assist in the development and maintenance of the general company e-communications database for promotions.
- Assist with the content creation and distribution of email marketing and direct mail campaigns, for projects and events
- Assist with the content creation for funding application support material
- Assist with the creation and distribution, and RSVP process, of key functions and events
- Assist with opening/ launch events for productions.

### REPORTS

- Track and analyse audience engagement with online tools, under the guidance of the Marketing Manager
- Prepare publicity and advertising reports for operational, project reporting.
- Collation of press clippings and relevant collateral for productions archive.

### GENERAL

- Research, establish and maintain relationships with a range of suppliers including printers, merchandise companies, stationery suppliers, etc.
- Adhere to ILBIJERRI branding, style standards and supporter logo requirements with a view to ensuring appropriate compliance in all digital, broadcast and published materials.

### **PRODUCER TEAM SUPPORT**

- Company and Tour travel and accommodation bookings - requires liaison with Producers and Artists
- Artist liaison and logistics (engaging catering) as required for rehearsal and creative developments, and attendance at VIP functions.

### **OFFICE ADMINISTRATION**

#### GENERAL

- Reception duties, including answering telephone & email enquiries, booking couriers, and distributing messages as required.

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- Maintenance of office systems relating to the efficient and effective running of ILBIJERRI, including (but not limited to): postage/correspondence, filing, stationary and equipment.
- Diary management for Executive Director, Artistic Director and ILBIJERRI projects (as required).
- Maintain on-going supplier relationships.
- Ensure ILBIJERRI storage is maintained and kept ordered/catalogued for future use.

### SELECTION CRITERIA

#### Essential

- Experience and/or solid understanding of working with Aboriginal and Torres Strait Islander Cultures and Communities
- Experience in using multiple online social media platforms, including Facebook, Instagram, Twitter, Vimeo/YouTube (and more if you have it!)
- Experience or a willingness to learn website content management systems, in particular WordPress
- Experience or a willingness to learn email marketing platforms such as MailChimp or Campaign Monitor
- Excellent written and verbal communications skills.
- Capacity to work autonomously, and collaboratively with the team
- Ability to manage deadlines.

#### Desirable

- Experience in marketing, communications or arts coordination - or a strong desire to learn
- Proficient with Adobe Creative suite, Canva or Adobe Illustrator.
- Unfazed by using digital technology that might be new to you e.g. ticketing systems/reports
- Excellent writing and editing skills with a sound command of the English language.
- Understanding of the performing arts industry

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## HOW TO APPLY

Please send your CV and cover letter addressing the selection criteria to [jobs@ilbijerri.com.au](mailto:jobs@ilbijerri.com.au). Applications for this position close at 5pm on **Monday 25 October 2021**.

ILBIJERRI is a First Nations led organisation and we strongly encourage Aboriginal and/or Torres Strait Islander applicants to apply for this role.

[ilbijerri.com.au](http://ilbijerri.com.au)