



Marketing and Communications Manager Job Application Kit

The Blue Room Theatre enables the development of local performing artists by providing a venue, resources and support to create and produce their work.

Our vision is to strengthen the West Australian theatre sector through our program and be recognised as the preeminent organisation in Australia for independent performing artists to make and present their own work.

The Blue Room Theatre is a dynamic artistic hub that presents three seasons of theatre a year and offers professional development and funding opportunities to theatre artists:

Summer Nights is a hand-crafted program of approximately 30 theatre and dance shows, programmed as part of FRINGE WORLD in January and February each year. It is a fast-paced festival environment during Perth's most exciting time of year.

Throughout the rest of the year we support two Development Seasons, April – July and August – December respectively. In these Development Seasons we champion new artists, new work and new ways of making work. Independent artists are given a three week season to present work in two intimate black box spaces. Both Summer Nights and Development Season attendances average around 80% capacity.

Position Summary

The Marketing and Communications Manager, in conjunction with the Executive Director, will provide leadership in the promotion, marketing and proactive positioning of The Blue Room Theatre and its related activities. One key aspect of this position is providing mentorship and advice to producers in our programs in the delivery of effective marketing campaigns.

The position is responsible for ensuring effective and regular communication with all key stakeholders including, but not limited to: media, members, producers, audience, sponsors and general public on all programs.

Application Process

Please provide a cover letter addressing your relevant experience, qualifications and skills for the role and a current CV with the contact details of two professional referees.

Email your application to Executive Director Julian Hobba – julian@blueroom.org.au with ‘Application – The Blue Room Theatre Marketing and Communications Manager’ in the subject line

Applications close Friday 23 June 5pm WST

Position Description

Position Title	Marketing and Communications Manager
Basis of Employment	Full Time @ 37.5 hours per week*
Location	The Blue Room Theatre, Northbridge, WA
Salary	\$55 – 63K p.a. plus statutory superannuation
Reports to	Executive Director
Direct Reports	Volunteers or casual / contract marketing staff

*Due to the nature of this role, this position may require additional hours in peak periods and respite hours can be arranged with the Executive Director

Key Responsibilities and Duties

Under supervision of the Executive Director:

Marketing strategy development and implementation

- Work closely with the Executive Director in the planning and implementation of The Blue Room Theatre’s overall marketing and PR strategies, in line with the business plan and funding bodies’ expectations.
- Assist the Executive Director and Producer in the development and sustainability of relevant partnerships with other organisations, sponsors, donors, funders and key stakeholders.
- Assist the Executive Director with the annual donation drive and be responsible for the marketing and PR including strategies, updating website, social media presence and donor data.
- Be an advocate and PR representative at key industry events as appropriate and in liaison with the Executive Director.
- Research, consult and implement initiatives and strategies to increase new audiences and members.
- Oversee strategic market research to assist with business planning and guide future strategies.
- Develop and oversee implementation of an effective distribution plan for promotional materials and media communications.
- Provide mentorship and advice to producers in our programs in the delivery of effective marketing campaigns.

Brand Management

- Oversee effective implementation of The Blue Room Theatre’s branding in all aspects of the business and operations.
- Oversee the development of concepts and design for all artistic programs in conjunction with the Executive Director, Producer and graphic designers.
- Oversee copy and print management of all print materials, including but not limited to brochures, company stationery and the annual report.
- Oversee promotional displays in and around the venue and ensure they reflect The Blue Room Theatre brand, are relevant and up to date.
- In coordination with the Executive Director, initiate and maintain sponsorships and partnerships that further the brand objectives of The Blue Room Theatre.

Media Management (including social & digital media), PR and Communications

- Provide support to all Development Season and Summer Nights producers to ensure media

releases and promotional plans are effective, honest and of a high standard.

- Develop promotional material for umbrella marketing of all of The Blue Room Theatre's programs, services and activities including brochures, media releases and e-news.
- Liaise with media and promotional partners to ensure positive and effective positioning of The Blue Room Theatre and a high level of awareness of its purpose and activities.
- Oversee and maintain a marketing and media file including monitoring newspapers and other media; maintaining copies of reviews, promotional material, digital recordings and other relevant information.
- Ensure the ongoing integrity and efficiency of databases.
- Ensure effective promotion of The Blue Room Theatre and all programs including, but not limited to, the Development Seasons and Summer Nights.
- Ensure effective and regular communication with members with information that is relevant and current, including, but not limited to, members e-news and surveys.
- Be responsible for the development and implementation of digital strategies to include more visual and efficient e-marketing and the creation of friendly and interactive social media.
- To oversee development and content for the website.

General

- Be the first point of contact and oversee relationships with graphic and website designers, photographers, printers, marketing volunteers and any other service providers that interact with the marketing function.
- Input into, manage and monitor the annual marketing budget and provide reports when required by the Executive Director.
- Assist with enquiries and requests from the public, members, staff and the Board as required and provide back-up support in the office as necessary.
- Attend key events throughout the year including opening nights and all program launches, the Annual General Meeting, The Blue Room Theatre Awards and an annual board and staff planning day.
- To provide written reports to the Executive Director to feed reporting to the Board or attend Board Meetings when requested in negotiation with the Executive Director.
- Supervise contract marketing staff or interns engaged on a project basis to support The Blue Room Theatre's activities.
- Coordinate the membership and meetings of a Development Sub-Committee that informs, and assists with, the fundraising and partnership initiatives of The Blue Room Theatre.
- Any other reasonable duties as requested by the Executive Director.

Key Relationships

- Media
- Members
- Producers
- Audiences
- Sponsors and donors
- Funding bodies
- Board, Staff, and volunteers

Key Selection Criteria

- Excellent PR skills – a positive attitude and a disposition capable of enthusing both internal and external stakeholders
- Excellent interpersonal skills including the ability to work as part of a team, as well as independently
- Brand appropriate copy and media release writing skills and excellent editing skills

- Experience and highly developed skills in initiating and maintaining successful marketing and promotional campaigns
- Experience in media relations and well developed media networks
- Excellent knowledge and experience in maintaining databases
- Excellent IT skills and proficiency in a PC environment
- Knowledge and experience of developing marketing and PR on digital platforms including social media
- Excellent time management and organisation skills

Desirable Criteria

- Tertiary qualification in the arts, journalism or marketing – or equivalent on the job experience.
- Experience with Customer Relationship Management (CRM) Systems
- Proficiency in Adobe design suites including Photoshop and InDesign