

COMMUNICATIONS AND ENGAGEMENT COORDINATOR – THE BLUE ROOM THEATRE

WHO WE ARE

The Blue Room Theatre is a highly regarded organisation that is fundamental to the needs of independent theatre and performing arts in Western Australia. Situated in Northbridge, The Blue Room Theatre is a bustling artistic hub for artists and audiences to meet, create, produce, engage, critique and network.

Driven by the passion, energy and commitment of our members and supporters, The Blue Room Theatre is one of Australia's leading arts organisations, offering a unique and effective model of resource management and service delivery for local independent performance makers.

Our values drive us in everything we do:

Creativity: We support the creation of risk taking and rigorous new Australian theatre

Development: We produce flourishing artists, advance our organisation and strengthen the Western Australian theatre sector

Community: We are an inclusive and accessible space of mutual respect and influence

Accountability: We are transparent and sustainable, both financially and environmentally

WHO YOU ARE

We are looking for strategic influencer who is passionate about connecting local artists and their work to the audience and community. You will be an exceptional communicator who can build bridges with diverse communities and audiences, speaking straight to their heart. You are a strong collaborator who flourishes working in a small team with a can-do proactive attitude.

Selection Criteria

Essential Skills & Experience

- Demonstrated previous experience in a relevant field (ie arts administration, marketing, communications, public relations, media)
- Demonstrated experience in building and nurturing community and/or stakeholder relationships
- Demonstrated ability to communicate and work effectively as part of a small team
- Demonstrated ability to effectively undertake autonomous work to achieve measurable goals
- Excellent public relations and copywriting skills
- High proficiency in using digital platforms, included social media
- Excellent time management and organisation skills with high attention to detail

Desirable Skills & Experience

- Proficiency with Adobe Creative Suite (InDesign, Photoshop)
- Experience with Customer Relationship Management (CRM) Systems

- Experience with data collection and interpretation
- Experience in/and or passion for the performing arts
- Experience in community development or engagement

Please see the full position description below.

HOW TO APPLY

We strongly encourage applicants from Aboriginal and Torres Strait Islander people, people with culturally and linguistically diverse backgrounds, people with a disability, and people who identify as LGBTQI. We encourage our members to share these opportunities widely.

Any queries about this position should be directed to Executive Director Katt Osborne, katt@blueroom.org.au or 08 9227 7005.

Applications close 12pm, Tuesday 17 November 2020.

Please email applications demonstrating how you meet the selection criteria (maximum 3 pages) and a copy of your current CV (maximum 3 pages) to the Executive Director.

If you have access needs and would like to submit a video application and response to the criteria, please limit your video to 6 minutes (selection criteria) and 3 minutes (CV).

- Email: info@blueroom.org.au
- Subject: Recruitment: Communications and Engagement Coordinator

Please note: Must be available for interview on Friday 20 November.

Job Description Communications & Engagement Coordinator

Position Title	COMMUNICATIONS & ENGAGEMENT COORDINATOR
Basis of Employment	0.7FTE* (seven-day fortnight)
Location	The Blue Room Theatre, Northbridge, WA
Salary	\$50,000 pro rata
Initial Term	Starting as a one-year contract, Jan 4 – Dec 31 2021
Probation Period	Three months
Reports To	Program Manager (PM)
Job Description Review	Annually

POSITION SUMMARY

The Communications & Engagement Coordinator is a key part of the The Blue Room Theatre's programming team, working with the Program Coordinator and Front of House and Ticketing Coordinator's under the leadership of the Program Manager. The role is responsible for delivering and coordinating performance season and organisational communications; and audience development and community engagement projects.

KEY RESPONSIBILITIES AND DUTIES

Under supervision of the Program Manager (PM):

General Responsibilities (10%)

- Ensure The Blue Room Theatre's brand and style guide is implemented across all areas of the organisation's public facing communications
- Develop and coordinate the production and distribution of all media and promotional materials for the organisation
- Ensure the ongoing maintenance, integrity and efficiency of databases, including media and digital file storage.
- Collect and maintain statistical reporting and KPIs for communications and audience, and provide the PM or Executive Director (ED) with reports on communications in a timely manner
- Any other related duties as requested by the PM

Performance Seasons & Artist Support (50%)

- Coordinate and execute the development of marketing concepts, design, collateral production and distribution for all artistic programs in conjunction with the ED and PM
- Provide advice and support to season artists on the creation and delivery of their independent marketing and publicity campaigns
- Work in collaboration with the Program Coordinator to deliver artist communications and opportunities, including call out and information packs

Communications (20%)

- Coordinate and deliver all audience and membership communications, including but not limited to digital communications (website content, social media platforms, e-newsletters, invitations) and print collateral
- Coordinate and execute general public relations campaigns and communication requirements for the organisation
- Administer The Blue Room Theatre's development, fundraising and sponsorship communications

Audience Development & Engagement (20%)

- Research and develop proposals to evolve new audiences and increase return attendance to The Blue Room Theatre public seasons and events
- Contribute to the creation of The Blue Room Theatre's audience development and community engagement plans
- Be responsible for coordinating and delivering the audience development and community engagement plans, alongside the Program Coordinator

Key External Relationships

- Media
- Audiences
- Season Producers, Artists and Publicists
- The Blue Room Theatre members and community
- The Blue Room Theatre donors and sponsors

SPECIAL CONDITIONS

Due to the nature of this role, this position may require additional hours and work outside of normal office hours in peak periods. Additional respite days can be negotiated with the Executive Director as per the *Employment Policy*.

This job description describes the broad scope of the role and is not an exhaustive list. It may also change from time to time with due consultation to meet the changing needs of the business.