

# **COMMUNICATIONS 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 on Whadjuk Noongar Boodja, 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

**Sustainability:** We are transparent and accountable, financially, environmentally and socially

## ***WHO YOU ARE***

We are looking for communications professional 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 a broad community of artists and audiences. You are a strong collaborator who excels in a small team with a can-do proactive attitude.

## **Selection Criteria**

### **Essential Skills & Experience**

- Demonstrated previous experience in a relevant field (ie marketing, communications, public relations, media)
- Excellent public relations and copywriting skills
- High proficiency in using digital platforms, included social media, and Adobe Creative Suite (InDesign, Photoshop)
- 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 time management and organisation skills with high attention to detail

### **Desirable Skills & Experience**

- Experience with Customer Relationship Management (CRM) Systems
- Experience with Ticketing Systems
- Experience with data collection and interpretation
- Experience in audience and 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 Program Manager Rose Kingdom Barron, [rose@blueroom.org.au](mailto:rose@blueroom.org.au) or 08 9227 7005.

***Applications close 12pm, Tuesday 22 February 2022.***

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 Program Manager.

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](mailto:info@blueroom.org.au)
- Subject: Recruitment: Communications Coordinator

***Please note: Must be available for interview on Monday 28 February 2022.***

## **Job Description Communications Coordinator**

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<b>Position Title</b>	<b>COMMUNICATIONS COORDINATOR</b>
<b>Basis of Employment</b>	0.7FTE* (seven-day fortnight)
<b>Location</b>	The Blue Room Theatre, Northbridge, WA
<b>Salary</b>	\$55,000 pro rata
<b>Initial Term</b>	Starting as a one-year contract from ASAP commencement
<b>Probation Period</b>	Six months
<b>Reports To</b>	Program Manager (PM)
<b>Job Description Review</b>	Annually

*\*Base FTE rate, with opportunities to increase employment with confirmed project funding, if desired*

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### **POSITION SUMMARY**

The Communications Coordinator is a key part of 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 marketing, developing new audiences and growing loyal audiences.

### **KEY RESPONSIBILITIES AND DUTIES**

Under supervision of the Program Manager (PM):

#### **General Responsibilities (15%)**

- 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 (35%)**

- Coordinate and execute the development of marketing concepts, design, collateral production and distribution for all artistic programs in conjunction with the 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 and present at information sessions for artists

### **Marketing & Communications (35%)**

- Coordinate and deliver all audience and membership marketing and communications, including but not limited to digital communications (website content, social media content and platforms, e-newsletters, invitations) and print collateral
- Coordinate and execute general public relations campaigns and communication requirements for the organisation
- Support the ED to create and administer fundraising and sponsorship communications and collateral

### **Audience Development (15%)**

- Research and develop proposals to develop 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 and Community Engagement Producer

### **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.*