

DIRECTOR OF MARKETING & COMMUNICATIONS

PURPOSE OF POSITION

The Director of Marketing & Communications is responsible for leading the effort to deliver high quality, effective and creative marketing, sales, and audience engagement strategies that cement The Pavilion as the centre of live performance in Sydney's south and drive revenue and audience growth across all audience segments. The role is also responsible for developing and implementing strategies that build the Pavilion's brand in its local community and in the wider local, state and national cultural ecology. The Director of Marketing & Communications also supports the delivery of a consistent and high quality visitor experience through the seamless integration of marketing, sales, brand values and communication into the FOH, ticketing and F&B operations. As the venue matures, the Director of Marketing & Communications will be involved the development of the company's private giving and philanthropic strategy and corporate sponsorship goals.

KEY RESPONSIBILITIES

- Provide leadership to the Marketing team including professional development and growth opportunities
- Build and maintain positive relationships with media, promoters, community hirers, Council, contractors, industry representatives and other key stakeholders.
- Oversee and manage the Company's key marketing assets, including website, social media, asset library and email platforms.
- Deliver a range of reporting, data insights and analysis as required, including Board and Council reports, annual reports and audience insights.
- Drive innovation in the Company's marketing, engaging new platforms and strategies from arts and non-arts sources
- Ensure effective control of marketing results and corrective actions to guarantee the achievement of objectives.

Customer Experience

- Working with a range of internal stakeholders, ensure that the marketing operation is fully integrated and delivers excellent patron experience at all touch-points.
- Develop and input into policies and procedures related to audience engagement and patron experience.
- Ensure compliance with Australian Privacy Principles, LPA Ticketing Code of Practice and

other relevant industry standards.

Brand

- Develop, implement and maintain a company-wide communications strategy, ensuring that the brand is positioned at the forefront Australian performing arts venues.
- Develop and deliver a range of communications that enhance the Company's brand.
- Develop and implement strategies to enhance the brand and its visual representation and ensure adherence to corporate identity standards.

Audience development

- Ensure that data collection, research and analysis inform the Company's understanding of its existing and potential audience and contributes to improved Company outcomes.
- Provide innovative, audience-focused insights to inform the Company's policies, plans and activities.
- Ensure that the Company's marketing and communications are responsive to a diverse and evolving community.

General

- Privacy Officer for the Company.
- Other responsibilities in keeping with the role of the position, as requested by the Director.

ORGANISATIONAL RELATIONSHIPS

Reports To: Director

Direct Reports: 1 x Marketing & Ticketing Coordinator (FT), Graphic Designer (contractor); Media & Communications (contractor) occasional casual staff.

KEY INTERNAL RELATIONSHIPS

- Director
- Department Heads (Leadership Team)
- Finance and Administrative Assistant
- Pavilion Staff

REQUIRED SKILLS AND ATTRIBUTES

ESSENTIAL CRITERIA

Qualification and Experience

- Min. 5 years' experience in arts marketing at a senior level.
- Tertiary qualifications in marketing, communications or other relevant area.
- Demonstrated experience developing and implementing integrated marketing and communications strategies.
- Proven track record of driving audience growth and exceeding sales targets
- Demonstrated experience in leading, inspiring and managing a small team.
- Thorough understanding of ticketing/CRM systems or similar databases.
- Experience in data-led decision making and the ability to use data insights to inform strategy
- Excellent verbal and written communication skills, and the ability to write for a range of audiences.
- Excellent interpersonal skills and a proven record of establishing and fostering networks. Proven ability to manage time effectively and prioritise a heavy workload.

Knowledge and Skills

- Sound strategic knowledge of all marketing channels and deep understanding of the current media landscape including digital, broadcast and print media planning and buying and experience with website content management systems
- Highly developed organisational and administrative skills, ability to meet deadlines and work autonomously.
- Excellent interpersonal and communication skills including influencing, advocacy, negotiation, and conflict resolution.
- Excellent communication skills, including written skills for the preparation and review of documents, submissions, reports, policies, and procedures.
- Aptitude for fostering a culture of continuous improvement and developing appropriate solutions/improvements.
- Outstanding attention to detail.
- Hands-on manager, proactive in nature with maturity, warmth and openness as key personal traits;
- Effective management of stakeholder relationships including capacity to build relationships with a wide range of people;
- Demonstrated capacity to work in a team to deliver timely outcomes;

- Exceptional stakeholder and relationship management skills, with the ability to build collaborative relationships and influence a wide range of individuals both internally and externally.
- Knowledge and understanding of Human Resource processes including equal employment opportunity (EEO), ethical practice, and a working knowledge of workplace health and safety (WH&S).

DESIRABLE CRITERIA

- Knowledge, understanding and interest in private giving and strategic partnerships with the business community.