

<b>Position:</b>	Marketing Coordinator
<b>Location:</b>	The Pavilion Performing Arts Centre, 30 Eton Street, Sutherland, NSW, 2232
<b>Hours:</b>	Full-Time Maximum Term Position – 35 Hours per week
<b>Reports to:</b>	Marketing Manager
<b>Direct Reports:</b>	Nil
<b>Salary:</b>	\$70,179.20 per annum plus superannuation
<b>Length:</b>	6-month contract
<b>Probation:</b>	3 months

## ABOUT THE PAVILION

Opening its doors in late January 2023 after a \$42M capital investment by Sutherland Shire Council, The Pavilion Performing Arts Centre is the premier performance venue in the south of Sydney.

Built on the site of the Sutherland Entertainment Centre, the all-new Pavilion boasts a brand new 686-seat theatre, a full fly-tower, workshop spaces, a stunning new entry forecourt and foyer with enhanced accessibility, private entertaining areas and a terrace bar overlooking the adjacent Peace Park.

The Pavilion presents a broad range of performing arts events across the year - comedy, musicals, theatre, music and family programming - both self-produced and by commercial and community hirers. The Pavilion also operates the boutique 160-seat Sutherland Arts Theatre located nearby on East Parade.

## POSITION OVERVIEW

The Marketing Coordinator supports the delivery of high-impact marketing campaigns that promote The Pavilion's performances, programs, and brand. Reporting to the Marketing Manager, this role assists in the coordination of digital and print communications, social media content, advertising, and audience engagement initiatives.

Working collaboratively across departments, the Marketing Coordinator plays a hands-on role in building audience awareness, enhancing the customer experience, and increasing attendance. The position involves campaign coordination, data handling, website updates, copywriting, and working with designers and external providers to maintain brand consistency.

This is a detail-oriented, creative position suited to an early-career marketing professional with a passion for live performance and a desire to contribute to the success of a growing cultural venue.

## KEY RESPONSIBILITIES

### Campaign Delivery & Content Coordination

- Assist in the rollout of marketing campaigns for The Pavilion's live performance seasons, hirer events, and civic programming.
- Coordinate the creation and delivery of social media content, e-newsletters, digital signage, and printed collateral.
- Liaise with design, photography, video, and print contractors to ensure campaigns meet deadlines and visual brand standards.
- Monitor campaign progress, collect assets, and ensure timely updates across digital platforms.

### **Audience Engagement & Digital Marketing**

- Schedule and publish social media content across channels (Facebook, Instagram, LinkedIn), maintaining tone and visual consistency.
- Create and manage various digital marketing campaigns and budgets across digital platforms include Meta, Google and Spotify.
- Update the venue website using the content management system, working closely with our external web agency to implement best SEO/UX practices.
- Support audience development initiatives such as surveys, competitions, and local outreach campaigns.
- Assist with data capture and list segmentation to support personalised customer communications and campaign reporting – particularly across GA4, Social Media and CRM channels.

### **Administration & Brand Support**

- Maintain campaign calendars, task lists, and asset libraries to ensure smooth delivery of seasonal activity.
- Assist in ensuring marketing practices comply with branding guidelines, privacy legislation, and relevant industry codes (e.g. LPA Ticketing Code).
- Contribute to post-campaign reports and marketing data summaries, including engagement and sales insights.
- Support the Marketing Manager in sponsorship, philanthropy, or promotional initiatives when required.

### **ESSENTIAL SKILLS**

- **Foundational Marketing Experience** – Minimum 2 years' experience in a marketing, communications, or related role, ideally in the arts, events, or cultural sector.
- **Content Creation & Coordination** – Proven ability to coordinate social media, email campaigns, and marketing materials to support campaign objectives.
- **Digital Advertising** – Proven ability to run and maintain digital campaigns across various platforms including Google SEO/SEM, Meta platforms (Facebook, Instagram & LinkedIn), and email marketing.
- **Strong Written & Visual Communication** – Excellent grammar, copywriting skills, and attention to detail across digital and print formats.
- **Teamwork & Initiative** – Demonstrated ability to work collaboratively in a fast-paced environment

### **DESIRABLE SKILLS**

- Knowledge in Google Adwords/Tag Manager and GA4 Reporting.
- Familiarity with CRM, ticketing systems, or data segmentation practices.
- Experience in creating tailored email marketing campaigns with defined customer journeys.
- Passion for live performance, arts marketing, or working in a civic cultural venue.
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### **QUALIFICATIONS/CERTIFICATIONS**

- A Working with Children Check for paid employment
- Tertiary qualifications in Marketing, Communications, Arts Management, or a related field (or equivalent industry experience)

### **PERFORMANCE GOALS**

- **Support Effective Campaign Delivery**  
Assist in the execution of marketing campaigns on time and to brief, ensuring consistency across channels and contributing to audience engagement and ticket sales.
- **Grow Digital Engagement and Audience Reach** - Maintain an active and on-brand online presence and contribute to increasing audience database size, social engagement metrics, and digital newsletter performance – thus helping drive ticket sales and event attendance.
- **Maintain Brand Standards and Improve Customer Experience** Ensure all content and communications reflect The Pavilion's brand identity and contribute to a seamless, high-quality customer experience before, during, and after events.
- **Develop Professional Capability and Marketing Knowledge** Demonstrate initiative and continuous learning by identifying and adopting best practices in arts marketing, attending training, and participating in team improvement projects.
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## HOW TO APPLY

To apply for this position, please email [recruitment@thepavilionarts.au](mailto:recruitment@thepavilionarts.au) with the following:

- Email Application Title: Marketing Coordinator – YOUR NAME
- Please include your current resumé or CV.
- Please include a one-page cover letter that addresses the role requirements, as well as your skills and attributes that make you a strong fit for the position. In addition, we encourage you to highlight notable achievements from similar roles.