

POSITION DESCRIPTION

DIGITAL MARKETING ASSISTANT

Company Profile

Malthouse Theatre has been developing and producing bold new Australian work for over thirty years in the historical Malthouse, a boutique theatre and hospitality venue in the thriving arts precinct of Southbank, Melbourne. Malthouse's vision of provocative, innovative, and contemporary live performance reaches over 150,000 audience members per year locally and thousands more internationally. A home for sharing conversation, community, ideas, and experiences, we stand as a counterpoint to the mainstream, championing artistic ambition and cultural diversity. The work we produce explores the world personally, socially and politically to fan the flames of Melbourne's radical culture.

Malthouse Theatre is dedicated to producing extraordinary theatre that sits at the forefront of artistic practice; standing for equality and inclusion in every aspect of our practice; creating a site for communities to gather, converse, debate and entertain; maximising our interconnection with independent artists and companies; growing loyal and diverse audiences through a distinct theatrical and site experience; and adapting to changing financial, artistic and societal drivers.

Working at Malthouse Theatre

Malthouse Theatre offers a range of benefits to employees, including access to complimentary and discount tickets, salary sacrifice options, flexible work arrangements, generous discounts at our café and bar, a free and confidential Employee Assistance Program, and regular staff socials including company nights for each of our season shows.

Malthouse Theatre is an Equal Opportunity Employer. Aboriginal and Torres Strait Islander people, people with disabilities, LGBTQIA+ people, and culturally and linguistically diverse people are strongly encouraged to apply.

Background & Position Summary

To adapt to a growing need for outdoor performance venues, Malthouse Theatre will build a new open-air amphitheatre in the courtyard called Malthouse Outdoor Stage (MOS). The 312 seat theatre will open in January 2021 and will play host to some of our finest local artists, including music, comedy, talks, workshops, cabaret, and theatre. Malthouse Theatre is working with a consortium of partners to program works for the stage and will manage marketing and ticketing for the shows.

The Digital Marketing Assistant is an all-round digital marketing wiz, who's responsible for supporting the delivery of Malthouse Theatre's digital marketing strategy across a range of platforms in line with contemporary marketing practices. The role is primarily responsible for supporting the promotional and audience development strategies of the Malthouse Outdoor Stage through email and social media campaigns.

This position plays an integral role in the Company and will be responsible for supporting Malthouse Theatre's Marketing and Ticketing teams to deliver high quality communications on web, email, and social media channels in line with Malthouse Theatre's ongoing strategic growth of the Malthouse Outdoor Stage. The Digital Marketing Assistant will be expected to work collaboratively with the

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Marketing, Ticketing, Front of House and Production teams, provide monthly reports to the Marketing & Communications Manager and will maintain a high level of internal and external communications.

This is a full-time position based at The Coopers Malthouse in Southbank. Applications for part-time hours will not be considered.

Salary: \$55,000 per annum, plus superannuation.

This is a full time (1.0 FTE) six (6) month contract position based at The Malthouse in Melbourne. Due to the nature of theatrical work, some evening and weekend work may be required.

Reports to: Marketing & Communications Manager

Direct reports: None

Works closely with: Marketing & Communications Manager, Marketing & Communications Coordinator, Graphic Designers, CRM & Ticketing Manager, Box Office Manager, Venue Manager, Front of House Manager, Box Office team, Front of House team, Artists, Production team

Stakeholder Relationships: Malthouse Outdoor Stage partners, Graphic Designers, Publicists

Key Responsibilities and Duties

Digital Marketing Strategy

- Create and implement social media strategy to build an active, engaged audience on Malthouse Outdoor Stage (MOS) social media platforms, growing both numbers and the quality of engagement and responding to all queries in a timely manner
- Develop and deliver dynamic and innovative data-driven digital campaigns across owned channels (website, social media, email) in line with traditional marketing campaigns, to support the delivery of MOS
- Liaise with key venue, ticketing and box office staff to deliver engaging experiences across digital touchpoints adhering to core mission and values and provide digital marketing support to key internal departments (Development, Artistic, Ticketing) to help achieve goals (e.g. ticket on sales, annual fundraising appeal, sourcing new partners and donors etc.)
- Implement digital strategy and online policies, including identifying, recommending and initiating new policies and procedures as required
- Work collaboratively and cultivate strong relationships with external contractors and stakeholders such as media buyers, web developers, Tessitura network, and eDM providers (Wordfly) to ensure best practices and continued success
- Work collaboratively with the Marketing & Communications Manager on audience development, research and other projects as required

Digital Content

- Manage the digital content calendar for MOS, e-Comms schedule and social media calendar in collaboration with the Marketing & Communications Manager to maximise effectiveness of all digital content

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- Work closely with video content producers and Artistic collaborators to storyboard, schedule, develop and manage the production of engaging video, multimedia and animated content
- Work closely with MOS partners to acquire and coordinate existing content to use on MOS social media channels
- Work with the external Publicists to leverage editorial content and ensure fully integrated communications messaging
- Work with the Graphic Design team and Marketing & Communications Coordinator to ensure digital assets are produced to meet brand guidelines and standards

E-Comms

- Draft, design and distribute compelling, targeted, creative promotional email campaigns to support MOS
- Generate and distribute operational email campaigns such as preshow, cancellation and rescheduling for MOS shows.
- Undertake high level usage of segmentation tools (Tessitura and Wordfly) in order to ensure best practice standards are adhered to for email campaigns that compliment overarching marketing campaigns

Website

- Implement and manage, up-to-date web content to ensure best UX practices
- Liaise with CRM and Ticketing Department to manage website on-sales and the timely uploads of new information on the website
- Manage website updates as required in line with Malthouse Theatre's brand style guide

Key Selection Criteria

The successful applicant will demonstrate the following:

1. Experience managing a website and producing email communications in a professional capacity.
2. Experience conceiving, producing, generate creative content ideas and experience producing graphics and video content for social media, email and web using Adobe Creative Cloud or similar.
3. Experience managing social media in a professional capacity, including engagement strategies, influencer strategies, community management, content strategy, and/or ROI positive social media advertising.
4. Excellent interpersonal skills, organisational skills, and experience managing the needs of multiple clients or stakeholders concurrently.
5. Knowledge of and a keen personal interest in the performing arts and an understanding of Malthouse Theatre's mission and objectives

Inherent Physical Requirements

The physical requirements of your position are consistent with those of an administrative worker in an office environment. The Malthouse Theatre administration office is located on Level Three of the

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Malthouse venue, and is accessible by stairs. Applicants with access requirements are encouraged to contact Malthouse Theatre for more information about the flexible working arrangements available careers@malthousetheatre.com.au . More information about access in our venue can be found here malthousetheatre.com.au/access .

How to apply:

Read the Position Description and submit an application, consisting of your CV and response to the selection criteria, here [malthousetheatre.com.au/careers] by **9am, 4 January 2021**. Interviews for this role will be held in the week of 4 January 2021.

Please note, applications will be assessed as they are submitted, and early interviews will be granted to applicants that demonstrate a favourable response to the key selection criteria.

For more information, or if you need the application form or Position Description in another format, contact us at careers@malthousetheatre.com.au .