



GONDWANA CHOIRS MARKETING MANAGER



MARKETING MANAGER

Role Purpose To implement and manage the Gondwana Choirs Marketing & Communications plan, including event marketing, recruitment campaigns, digital marketing, and brand management. This position also supports the servicing of all Development income through trusts and foundations, corporate partnerships and individual donors.

Internal Relationships

Development Manager, Artistic Director, Associate Artistic Director, Gondwana Choirs staff, Board of Directors

External Relationships

Publicists, graphic designers, video producers, website designers, CRM consultants.

Salary range \$64,000 plus superannuation

KEY ACCOUNTABILITIES

- Create and implement to the Company's Marketing & Communications Plan in consultation with the Development Manager and Executive Director
- Expand GC communications, and their impact, through the use of digital media, online platforms, and especially social media.
- Be aware of developments and trends in arts marketing, using new strategies as appropriate to increase national awareness of GC
- Project manage the assessment and refresh of the company's CRM

Brand Management

- Apply and manage Gondwana Choirs brand and sub-brands, including corporate stationary, uniforms & performance attire, social media, website, and other online presence, partner organisations, print collateral and advertising
- Oversee all uniform and other merchandise orders

CRM

- Maintain contact data, ensuring it is clean and well utilised
- Lead the scope and implementation of the CRM refresh

Website

- Manage the Gondwana Choirs website, including writing and collating copy, coordinating photography and image selection, ensuring consistent brand implementation
- Lead the website refresh and integration of new content
- Coordinate the consolidation and integration of YouTube channels

Shop

- Manage sale and distribution of all merchandise
- Alongside the choir managers, oversee all uniform and other collateral orders

Campaign Management

- Expand GC communications and their impact, through the use of traditional and digital media channels, with particular focus on the internet and social media platforms
- Manage the schedule, content and distribution of Behind The Swirl, GC's eDM according to the plan

- Identify and secure promotional opportunities with media outlets, marketing service providers and communications partners
- Support the GWCF marketing contractor to implement the campaign and ticketing services for the Gondwana World Choral Festival in July 2019.

Publicity

- With the Development & Communications Manager, contract Publicist, Executive Director and the Artistic Director, implement the media communications plans to deliver key messages and manage the profile of the Company's work
- Create media releases for in-house campaigns and build contacts with key media

Ticketing

- Build ticketing for Gondwana Choirs self-present concerts and manage sales
- Undertake Front of House and Box Office duties as required at Gondwana performances;
- Database administration: build events and ticketing, import lists and data, create reports, analytics etc;
- Maintain concert and event attendance reports and reconcile concert attendance for external reporting

Strategy and Financial Management

- Contribute to preparing the Company's Marketing Plan with the Development & Communications Manager
- Prepare regular reports to the Board
- Evaluate and report on the impact and success of marketing, PR and other relevant activities
- Provide information on the Company's audiences, markets and communities for use in internal assessments, corporate proposals and funding acquittals
- Collate media clippings and develop information on the Company's audiences, markets and communities for use in internal assessments, corporate proposals and funding acquittals
- Design and manage market research projects including the Company's audience surveys

Relationships

- Seek out and build relationships with communications partners, and network with other arts organisations
- Manage relationships with suppliers of marketing services including advertising agencies, designers, print companies, graphic designers etc., so as to optimise use of their services
- Plan, organise, attend and evaluate any special events as required
- Work collaboratively with the Company's management and creative team.

HOW TO APPLY

To apply for this exciting opportunity, applicants are required to provide a written response demonstrating:

- their capacity to address the 'Principal Responsibilities and Outcomes' – maximum 2 pages
- how they fulfil the 'Requirements & Competencies'

Applicants who do not complete this part of the process will not be considered for interview.

Applicants should also include contact details for three referees, and your CV.

Applications are to be addressed to Bernie Heard, Gondwana Choirs Executive Director at bernie.heard@gondwana.org.au by 9am Monday 18 February 2019.

POSITION REQUIREMENTS

Since the inception of the Gondwana Choirs, a particular performance style has developed. This open and honest style of musical performance is a reflection of our particular rehearsal techniques and most particularly our respect for the young people we work with. This same openness of communication and respect for both fellow staff (administration and artistic) and volunteers is central to the culture of the organisation.

Inherent requirements of all positions with Gondwana Choirs include:

- A passion for young voices and the innate artistry of developing young musicians
- Participation in the strong sense of trust and respect that exists across the whole company, i.e. between artistic staff, administration staff, volunteers, parents and most importantly choristers
- Open and friendly communication with all staff, volunteers, choristers, parents and other stakeholders and the free exchange of information as appropriate
- The demonstration of a commitment to excellence and professionalism to all aspects of work
- The ability to create an environment of professionalism and excellence
- Energy, enthusiasm and an ample sense of humour!

ESSENTIAL SKILLS

- Knowledge of the arts
- Excellent IT skills, including experience of website management, Microsoft Office suite and databases
- Excellent digital skills, including a working understanding of CRM databases, WordPress or similar CMS, InDesign, Photoshop, video editing
- Proven experience developing and implementing digital marketing campaigns
- Experience in developing effective marketing collateral across print and electronic media
- Excellent relationship management and communication skills
- Proven copywriting and editing experience
- Experience in ticketing and/or Box Office
- Interest in research, data analysis and reporting
- Experience in managing budgets

DESIRABLE SKILLS

- Knowledge of classical music

SPECIAL REQUIREMENTS

- Availability to work outside regular 'office' hours, including weekends

WORKING WITH CHILDREN

- Gondwana Choirs is a Child Safe Organisation
- As per the NSW Commission for Youth and Young People's employment screening process, Prohibited Persons are not permitted to apply
- This engagement is subject to a Working with Children Check