

# HotHouse



## **MARKETING AND COMMUNICATIONS MANAGER**

Correct as at 29 May 2019

# MARKETING AND COMMUNICATIONS MANAGER

## POSITION OVERVIEW

The Marketing and Communications role supports the vision and strategic direction of HotHouse through all marketing and communications activities.

The role is integral to the delivery of the communications strategies of the company through social, digital and traditional media, managing and developing design elements of each marketing campaign, as well as building and maintaining relationships with key stakeholders including sponsors, patrons and co-presenters.

As part of a small and enthusiastic team, the Marketing and Communications role is a senior member staff and is expected to take a leadership role within the company. They work closely with the Artistic Director and General Manager to ensure communications and marketing are effective and targets are met.

Hours: 0.8 Full Time Equivalent  
(4 days per week)

Salary Package: pro-rata of \$64,000 including superannuation  
Package: 4 Weeks Annual Leave (pro rata)  
2 Weeks Personal Leave (pro rata)

Terms: Initially a 24-month fixed-term contract  
3-month probation period

Reporting to: General Manager

Start date: July 2019

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For further information please contact General Manager, Michael Huxley at [generalmanager@hothousetheatre.com.au](mailto:generalmanager@hothousetheatre.com.au) or 02 6021 7433

## **POSITION DESCRIPTION**

### Marketing of HotHouse activities and productions

- Plan, develop, implement and monitor all marketing campaigns, strategies and initiatives for HotHouse productions, education programs and all associated activities.
- Manage the annual marketing budget including production campaign budgets, season launch and all other marketing related activities.
- Devise time-lined strategies for each campaign and produce evidence based reports against Key Performance Indicators at their conclusion.
- Develop and implement a customer relationship management strategy.
- Hands-on management of digital channels including: social media platforms, digital marketing particularly Google Ads, website management
- Write copy and manage copywriting and proofreading for all marketing collateral.

### Corporate marketing and audience development

- Plan, develop, execute and monitor HotHouse's corporate image and profile, and initiate strategies to raise the company's profile locally, regionally and nationally.
- Identify opportunities for audience development and initiate and implement strategies to increase audiences and other clients of HotHouse.

### General

- Production of the Annual Report, philanthropy collateral, VIP invitations and provision of performance and attendance data for statistical returns and acquittals.
- Responsible for the timely provision of marketing reports, materials and information to HotHouse staff and Board as appropriate.
- Develop and implement an evaluation framework for marketing activities and outcomes.
- Assist the General Manager and Artistic Director with advice and other tasks that might arise from day to day.

## **KEY PERFORMANCE INDICATORS**

- Box Office targets are met or exceeded.
- Marketing expenditure is managed within budget parameters and monthly accounts are correct and up to date.
- HotHouse brand visibility within Albury-Wodonga and surrounds.
- Stakeholder communications are regular, appropriate and engaging.
- Evidence of creative thinking in audience development and ticket sales.
- Good working relationships with HotHouse staff.
- Deadlines are met and remains calm in high pressure situations.

## **SELECTION CRITERIA**

- A pro-active marketing specialist with proven success developing a campaign strategy and selling a product and/or experience.
- Creative thinker who can think outside the box to produce measurable outcomes.
- Experience with using social media as a communication tool and selling platform
- Advanced computer skills are essential with an emphasis on content creation tools such as the Adobe Creative Suite, Campaign Monitor or similar EDM platform, WordPress and Google Ads.
- Strategic and analytical approach to tasks with expert prioritization skills and attention to detail.
- Ability to self-manage and work to strict deadlines, budgets and with diverse stakeholders.
- A team player who will fit in with our small and dedicated staff.
- Customer service oriented with expert communication skills to engage with all stakeholders including subscribers, suppliers, VIPs and sponsors – must be a people person.
- Knowledge/experience of working in an arts company is an advantage.
- A tertiary qualification is desirable
- Current drivers license
- Ability to work evenings and weekends as required.

## **COMPANY INFORMATION**

### Our Vision

A regional community that values new Australian theatre.

### Our Mission

Through the power of new Australian theatre, we explore compelling ideas and inspire our community to embrace creativity.

### Background

HotHouse Theatre has an over 20-year history of presenting and creating theatre works and grew from the Murray River Performance Group which formed in 1979. As one of the last remaining regionally based professional theatre companies in Australia, HotHouse has a rich and celebrated history in commissioning, producing, nurturing and presenting new, contemporary Australian theatre within a vibrant regional setting. We work and perform in the Butter Factory on Gateway Island which was built in 1928 and converted to a theatre with the creation of HotHouse Theatre in 1997.

As a critical national incubator of distinctive Australian works, HotHouse's investment in artists, audiences and community engages locally and impacts nationally. Currently, through responsive artist development programs and a well-established subscription model HotHouse Theatre:

- Collaborates with other significant organisations to co-commission and co-produce contemporary Australian theatre of the highest standard;
- Partners with Australia's boldest and brightest independent artists and companies.
- Supports artists to develop new work year-round through our unique Month in the Country residency program;
- Presents resonant and culturally relevant touring productions.

HotHouse has had success raising support through a broad range of partnerships and where possible, we co-commission and co-produce when developing and presenting new work. We have strong relationships with our five government funding bodies at commonwealth, state and local levels.

The Company has an annual turnover around \$1M and currently receives recurrent funding from the Australia Council for the Arts, Create NSW, Creative Victoria, Albury City and the City of Wodonga.

HotHouse is an equal opportunity employer who acknowledges that we live and work on Aboriginal land, and pays respect to elders past, present and future.