



Position Description

(effective from January 20th 2014)

Position Title: Marketing and Audience Development Manager
Fraction: 0.4 EFT flexible hours
Salary Range: \$51,000 p.a. pro rata
Reports to: Artistic Director

Background

Dancehouse exists to advance independent contemporary dance through its diverse programs supporting creative risk and independent career paths. With a 20-year history Dancehouse has, in recent years, emerged as a confident, competently governed and resilient key industry leader in nurturing new thinking, supporting engaged dance practices and cultivating audience access and appreciation.

Recent programs - Dance Territories (with Melbourne Festival) and the highly profiled Dancehouse International tours - have brought unprecedented recognition and momentum. Dancehouse is an art innovator, a hub of knowledge, resources and opportunities for dance makers, and a catalyst of inspiring approaches to engage with new audiences. From its base in the Melbourne suburb of North Carlton, its reputation and influence has crossed state boundaries to shape the art form nationally and internationally.

Role Description

Reporting directly to the Artistic Director, the Marketing and Audience Development Manager plays a pivotal role in growing the reputation, outreach and leadership of Dancehouse as a premier centre for contemporary dance in Australia and internationally.

The successful candidate will drive the development and delivery of branding, marketing and promotional strategies and campaigns across Dancehouse performance and membership programs with a view to grow audiences. The successful candidate will also be instrumental in building Dancehouse's corporate brand and in developing strategies for private and corporate support.

The successful candidate will be a creative thinker with robust experience in similar roles within an arts context, and will be able to work comfortably in a fast-paced creative environment in liaison with a small-dedicated team.

Organisational Structure

Dancehouse is assisted by the Commonwealth Government through the Australia Council, its arts funding advisory body, and is supported by the Victorian Government through Arts Victoria, Department of Premier and Cabinet and by the City of Yarra through the use of the Dancehouse facility.

Dancehouse is lead by an Artistic Director/CEO and governed by a Board of Directors.

The Artistic Director/CEO, is supported in delivery of the program and the maintenance and development of the centre by a staff including:

- Communications & Administration Officer (FT),
- Program Producer (.5 EFT),
- Production Manager (0.6 EFT),
- Venue Manager (0.2 EFT)
- Bookkeeper (Contract) and
- Casual Production and Front of House staff (contract)

All staff are employed under annual contracts. Contract renewal is based on performance reviews held annually.

Purpose of position (summary):

- To develop and implement branding, marketing and promotional strategies of Dancehouse programs
 - To drive audience development strategies and private/corporate support campaigns
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External relationships:

- Artists involved in the Dancehouse program
 - Media
 - Stakeholders, donors and corporate supporters
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Internal relationships:

- Artistic Director
 - Communications & Administration Officer
 - Program Producer
 - Production Manager
 - Bookkeeper
 - Casual contract staff
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Key Responsibilities:

Marketing/audience development

- Develop, manage and coordinate all aspects of marketing, social media and audience development strategies for our programs within allocated budgets.
- Manage Dancehouse core marketing, brand and company positioning among key stakeholders.
- Lead all communication activities to ensure the development and maintenance of media relationships, including writing media releases, managing print and broadcast advertising, liaising with Graphic Designer as appropriate and act as a key contact for the media.
- Drive audience development initiatives to better understand our audiences, increase membership programs and target new audiences.
- In conjunction with the Admin/Communications Officer, monitor, review and report on all marketing and audience development activity and results.

Fundraising

- Maintain and expand public private and corporate income streams with a view to building long-term relationships.
- Take the lead on loyalty programs in order to grow philanthropic support.
- Promote and market Dancehouse and its programs, including the preparation of collateral and materials, to potential new supporters of Dancehouse.

General

- Represent and advocate Dancehouse at industry events, internal events and meetings.
- Establish strong contacts within the media and the wider arts community.
- Support the delivery of successful Opening Nights.
- Support the work of the Artistic Director and Program Producer and undertake any other tasks as may be deemed reasonable and appropriate.

Skills and Knowledge:

- Excellent communication skills
- Demonstrable experience of creating and implementing successful marketing campaigns.
- A creative, strategic mindset, with a good knowledge of current marketing/audience development research and practice in the performing arts industry.
- Substantial experience and expertise in liaising with the media.
- Excellent organisational and time management skills with the ability to work autonomously in a high volume environment.
- Well-developed computer skills - Proficient in software such as Photoshop, In Design will be an advantage.
- Understanding and appreciation of arts industries in Australia.

Qualifications and Previous Experience:

- A tertiary qualification with at least three years relevant experience in Marketing, Business or Arts Administration.
- Proven experience in developing and implementing a marketing and communications strategy.
- Successful track record in brand development and strategy.
- Demonstrable experience in the area of audience development initiatives and loyalty programs is desirable.
- Experience of digital marketing across e-mail marketing and social media channels.
- Experience in public relations and stakeholder management.

It is expected that Marketing Coordinator will be flexible in the allocation of weekly hours required to successfully deliver the responsibilities of the position. From time to time this will include evening and weekend work engaging with events and projects.