

## **PD – Marketing and Communications Manager, Soul Theatre Inc.**

*Note: This is a voluntary position.*

### **The Company**

Soul Theatre Incorporated creates community based, high quality productions of a professional standard that are entertaining and thought provoking. We represent the misunderstood, the disadvantaged and the disenfranchised by confronting attitudes of narrow mindedness, bigotry, injustice and ignorance.

Alicia Liley formed the company in 1993/94. Currently CEO and Artistic Director, she has an acquired brain injury resulting from a motor car accident. Her inspiring story has been the subject of a television documentary: *Alicia*, which was broadcast six times nationally and also screened internationally.

Soul Theatre is currently working on *The Climamania Project* to tackle issues of the climate change crisis and its effect on vulnerable communities. Volunteers are needed to assist with administration, marketing and production at a variety of levels, with the potential for these to become paid positions as resources allow.

### **Position Summary**

The Marketing and Communications Manager is responsible for the overall management and development of Soul's public profile and audience, through oversight of the publicity, PR, audience development including Internet and Social Media skills and product and ticketing sales functions. The role is an estimated 0.4 position (averaging 2 days per week overall, but with additional hours during peak production periods) and is currently offered on a voluntary basis.

**Reports to:** CEO, Board of Management.

**Works alongside:** Artistic Director, General Manager, Executive Producer (the Executive team).

**Direct Reports:** Publicist, Public Relations Officer, Subscriber Services Manager and Sales Manager.

### **Duties:**

**Governance:** Attend Soul Theatre Board meetings, prepare Board reports and papers as required.

### **Marketing and Promotion:**

- Develop and supervise marketing strategies and campaigns for the company's activities

- Manage the production of the Company's printed and online material including annual program brochures, press releases, articles, calendar listings, E News and web material.
- Oversee the design and/or placement of ads
- Conduct and commission market research to provide accurate and strategic information on existing and potential audiences
- Oversee the development and maintenance of Soul's online social media communication strategy
- Develop, monitor and manage marketing budgets
- Circulate sales reports, campaign and audience development outcomes, and audience analysis.
- Supervise the management of all databases
- Manage company signage and displays
- Manage, maintenance and update the company's website
- Take overall responsibility for storage and archiving of all Marketing Department records

**Public Relations:**

- Create and distribute publicity/press materials to generate continued greater awareness for Soul Theatre
- Cultivate and maintain media contacts in order to generate relevant stories, interviews and other media coverage.
- Arrange and organise media interviews (print, radio and TV) for productions or about the company in general.
- Coordinate handling of reviewers and media, including contacting them, securing comp tickets, and compiling press packets inclusive of MEDIA RELEASES for each of our works.
- Supervise photo shoots, media launches and broadcast footage
- Ensure that artists/staff are well prepared for all media engagements
- Coordinate, schedule and proof all advertising material
- Oversee dressing of venues for public performances and/or events
- Coordinate invitation lists and ticket allocations for previews and VIP nights
- Oversee the archiving of all press clippings, video clips, radio tapes and photo library
- Distribute publicity material to the cast and crew, Board and management as required.

**Subscriber/Customer Services:**

- Provide advice to the customer service team regarding branding and style guidelines
- Ensure that sales and services to season ticket holders and single ticket buyers are effectively and efficiently provided

- Ensure that all sellers and relevant media are aware of all marketing campaigns and offers
- Represent the Company on all relevant professional associations and bodies and at appropriate functions and events

**Sales:**

- Prepare and update Soul Theatre's Sales Strategy
- Liaise with venue managers and ticketing agencies as required to ensure a premium customer experience
- Establish systems for feedback from customers on their experience with Soul Theatre and to recruit subscribers
- Ensure effective and compliant procedures are in place for Front of House and Bar management at Soul's Theatre's events and that the FOH and Bar Managers are suitably experienced and qualified.
- Ensure risk management strategies are in place at Soul's public events.

**Authority Level:**

The position has authority to direct volunteers and team leaders within the Marketing and Communication division of the company; as well as other company staff and volunteers with respect to any area of policy and procedure delegated to the position by the Board or CEO. The position has authority to sign contracts up to \$1,000 in value.

**Measurement:**

Regular reporting to the CEO and the Board on marketing and communication matters. Annually, a report to be drafted for the Board on achievements in achieving the Production Schedule and Strategic Plan. Annual performance review against criteria set by the Board and CEO.

**Essential Selection Criteria:**

- Significant arts marketing experience at management level
- Thorough knowledge of the Victorian arts community and Australian performing arts industry
- Experience in all aspects of developing and driving effective marketing strategies and campaigns
- Proven experience in customer and market research
- Experience with relevant ticketing applications

To apply, please send a letter addressing all the above Selection Criteria, and a CV, to [martin@soultheatre.com.au](mailto:martin@soultheatre.com.au)