

MALTHOUSE

MARKETING AND COMMUNICATIONS CAMPAIGN MARKETING COORDINATOR POSITION SUMMARY

Reports to:

Marketing & Communications Manager

Works closely with:

Brand Marketing Coordinator, Graphic Designer (ext), Publicist (ext), Content Producer (ext), Company Producer, Company Manager, Ticketing & CRM Manager.

Position Summary:

The Campaign Marketing Coordinator is responsible for supporting the Marketing and Communications team with the implementation and delivery of promotional campaigns for Malthouse shows and events.

Company Profile

Malthouse is a unique artistic institution in Melbourne, Naarm full of history, that creates thought-provoking live theatre experiences and offers great hospitality. It's a place to connect and a place to feel at home in a community of artists and arts lovers. Be unafraid, be entertained, be switched on.

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. We are a theatre for all. First Nations, Aboriginal and Torres Strait Islander people, people with disability, LGBTQIA+ people, people of colour, and people from culturally and linguistically diverse, migrant and/or refugee communities are strongly encouraged to apply.

KEY DUTIES AND RESPONSIBILITIES

Campaign Marketing

- Develop and deliver dynamic and innovative data-driven campaigns across owned channels (website, social media, email) in line with traditional marketing campaigns, to support the delivery of Malthouse productions
- Produce show marketing campaign materials, including in house collateral such as programs, digital screens, and print signage, and external campaign collateral and assets across print and digital mediums
- Produce and maintain website and email communications for show campaigns, including event pages, on sale, promotional and information eDMs, and social media campaigns



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- Assist with copywriting, proofing and copyediting of printed and digital collateral, and ensuring the consistent application of house style
- Assist in liaising with media buying agencies to develop campaigns, secure advertising bookings, and deliver reciprocal partner benefits
- Assist in the concept development and production of campaign imagery
- Coordinate rehearsal and production photography; and lead on campaign content creation in collaboration with Graphic Designers, Content Producer and other contractors
- Facilitate graphic design, print and distribution requirements of campaign marketing collateral across a variety of mediums in collaboration with Graphic Designers
- Assist the Marketing and Communications Manager in campaign planning and ensure delivery of show campaigns within budget
- Act as a department representative for assigned hirers of The Malthouse, working with the Venue team and Box Office team to securing necessary content and building relevant web pages in collaboration with the Brand Marketing Coordinator. This includes but is not limited to providing marketing support for hirers of Malthouse Outdoor Stage

Media and Communications

- Monitor Malthouse Theatre productions in the media via our Media Monitoring platform, and compile reports;
- Monitor, update and arrange show listings across various print and online channels in collaboration with Publicists;
- Support the department with the implementation of media campaigns, including undertaking research for media releases and press kits;
- Prepare media coverage reports at the conclusion of each production season and coordinate regular distribution of media clippings to relevant parties;
- Coordinate interviews and photo shoots, including liaison with artists, stage management, photographers and journalists;
- Supply publicists and other stakeholders with images, logos and production information as requested;
- Maintain media and opening night databases via the company's CRM and coordinate complimentary ticket requests; and
- Be an active presence at Malthouse Theatre opening night performances to assist the Development Team with stakeholder management.

Administration and Team Support

- Assist with all opening nights, including coordinating invitations, RSVPs and ticket distribution
- Support Company Producer in the delivery of access services for Malthouse productions
- Copyedit and proofread company publications, advertisements and marketing collateral
- Produce and update billing documents and ensure the production of accurate collateral
- Ensure consistency across all materials in accordance with the brand guidelines
- Assist with coordination of marketing and development functions and events for key stakeholders.
- Provide support for the Marketing & Communications team and assist with any other duties as required

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Selection Criteria

1. Experience project managing print and/or digital content production to meet deadlines, preferably using Asana or other online project management software.
2. Demonstrated ability to conceptualise and execute creative marketing campaigns to build community engagement and drive ticket sales.
3. Exceptional time management skills, a keen eye to detail, excellent proofreading skills, and the ability to follow and maintain a styleguide.
4. Experience in planning and delivering stakeholder events, demonstrating a collaborative and hands-on work ethic.
5. Proficiency with Wordfly, Mailchimp or other email communications platforms to deliver eMarketing campaigns

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 the third level of the Malthouse venue and is accessible by stairs.