

## THE NATIONAL

Position Title: **Digital Media Coordinator**

Award: **ESPSEA 2022**

Salary Level: **General Staff 5.1: \$34,434 excluding super** (\$34,434 + 11%

Superannuation (\$3,788) = \$38,222)

Position Employment Type **1 year fixed contract part-time**

Attendance Type: **Part Time**

Team **Marketing, The National**

Standard Hours: **20hrs per week**

The National in St Kilda is run by a team of people who are passionate about where they work and the work that they do. Our organisation comprises an 800-seat theatre, a 50-seat studio theatre, and two schools (Ballet and Drama) which include a registered training organisation as well as providing recreational classes after-school hours. Our professional team includes people skilled in teaching, directing, production, technicians, venue relationship management, front of house, ticketing, finance, administration, marketing, and fundraising.

The National has been a vital part of Melbourne's creative landscape since the 1920s; our Ballet and Drama school are the longest running in Australia, and our more than 100-year-old theatre welcomes a broad range of community and commercial hire groups throughout the year.

We work together as a small team of 15 to achieve success throughout the year for our community of students, teachers, artists, and audiences.

## PRIMARY PURPOSE

We are looking for a Digital Media Coordinator to join our team at a time of growth and enhanced connection with communities. The Digital Media Coordinator will contribute to building brand awareness and positioning, increasing participation and engagement, enhancing retention, and meeting realistic revenue targets.

This essential marketing role reports directly to the Marketing Manager and works collaboratively with the Theatre, Ballet School and Drama School teams to achieve agreed measurable results.

You will thrive in a busy environment and enjoy the challenges that come with working across functions and departments serving a variety of markets from primary, secondary and tertiary education, to theatre audiences for an extremely diverse array of performing arts programs.

This role is responsible for The National's digital footprint with a specific focus on paid digital, analytics and social media channels. The role's functions is to plan, deliver and measure paid and shared digital media to build audiences, improve audience and community engagement, and generate leads/inquiries/sales for The National Drama School, Ballet School and Theatre.

### **ORGANISATIONAL REQUIREMENTS**

- Meet The National Code of Conduct and values, as they are the ethos of the organisation
- Contribute to and support the achievement of The National and its goals and objectives
- Support and contribute to customer service and a positive team-focused work environment
- Align with the authorised policies, guidelines, and procedures of The National
- Protect the safety of self and other workers through safe work practices

### **ORGANISATIONAL RELATIONSHIPS**

Reports to: Marketing Manager; and in their absence the CEO

Reporting line: no direct reports

Works closely with: Theatre Ticketing Administrator, Schools' Administration Team.

### **ACCOUNTABILITY & EXTENT OF AUTHORITY**

This role is accountable to the Marketing Manager and is the lead point of contact for the execution of digital media communications for Corporate, Theatre and Ballet and Drama Schools.

## KEY ACCOUNTABILITIES

### Service Delivery Specifications

1. Works with the Marketing Manager to share The National's mission and vision with different sectors of the community through digital media.
2. Plan and execute creative short-term and long-term digital marketing campaigns to promote The National Ballet and Drama Schools (full-time and part-time), meet student targets, and support retention.
3. Coordinate and manage the social media accounts to connect and engage with the community.
4. Work with the Theatre Venue Operations Manager and the Ticketing Administrator to ensure the Hirers' marketing requirements are met.
5. Liaise with Ticketing Administrator to ensure the smooth launch and promotion of shows.
6. Measure and analyse impact of digital media campaigns.
7. Provide constructive recommendations for future digital campaigns.
8. Repurpose graphic content from key art created by external graphic designer for use across digital channels.
9. Provide high level customer service and specialist advice to all customers, internal and external.
10. Adhere to the marketing budget set by the Marketing Manager.

## KEY SELECTION CRITERIA

We are seeking a methodical, organised and analytical thinker with a creative bent and a proven ability to work autonomously, as well as collaboratively, across the organisation (Theatre, Schools, Corporate).

### Essential Criteria

1. Experience using digital media for communications and sales
2. Strong digital skills and experience reporting on campaign delivery - shared and paid
3. Ability to manage several marketing campaigns concurrently.
4. Demonstrated experience of working in a collaborative and inclusive way.
5. Strong planning and organisational skills, meticulous attention to detail and the ability to prioritise a varied workload to achieve deadlines.
6. Good communications skills and the ability to work effectively with people at all levels.
7. Self-motivated, with the ability to bring enthusiasm, imagination, creativity and initiative to your work.

8. Follow directions, find solutions and deliver measurable results based on data informed decision making.

### **Mandatory Criteria**

- Microsoft Office
- Meta suite – facebook and insta – paid and shared
- Google Suite
- Google analytics
- Google ad words
- SEO
- Adobe Suite and/or Canva – we are seeking basic graphic design skills for resizing and repurposing key art provided by our external graphic designer.
- Sound writing, grammar and spelling skills
- Ability to work flexible hours
- Current Working with Children Check (or ability to obtain)

### **Desirable but not Essential Criteria**

- Video editing
- Wordpress
- Mailchimp
- Knowledge of or interest in the Performing Arts
- Experience in a not for profit or RTO organisation

### **Benefits**

- Continual professional training and development opportunities
- Working in a creative environment; a not for profit with purpose
- Free Staff Parking
- A short tram ride from Melbourne CBD in bustling St Kilda, 3 mins walk from beach
- Complimentary tickets to The National Ballet and Drama Schools productions, and shows presented at The National Theatre (subject to availability)
- Discounts for staff and immediate family members to attend part-time and short Ballet and Drama School courses