

POSITION DESCRIPTION

Marketing Coordinator

Position Title	Marketing Coordinator
Location	The National, 20 Carlisle Street, St Kilda VIC 3182
Employment Type	Part-time
Department	Marketing — servicing The National Theatre, The National Ballet School and The National Drama School
Reports To	Executive Manager - Development & Marketing
Works Closely With	Theatre Ticketing Administrator, Schools Administration Team, Executive Managers — Schools and Theatre, external design/digital contractors

Primary Purpose

The National is seeking a Marketing Coordinator to join a growing marketing function at a time of significant organisational development. This role is responsible for the coordination and delivery of digital and print marketing, brand development, website management, social media content, venue hire marketing services, and e-communications (website, eNewsletters and eDMs) across all three of The National's brands: The National Theatre, The National Ballet School and The National Drama School.

This role reports to the Executive Manager, Development & Marketing. It works collaboratively with the Theatre, Ballet School and Drama School teams and external providers (graphic design, digital campaign agents, photographers) to achieve agreed, measurable results across three distinct audiences: performing arts patrons, current and prospective students and families, and venue hirers.

The successful candidate will thrive in a busy, deadline-driven environment spanning events, productions, and school enrolment cycles across primary, secondary and tertiary education markets, and will bring both strategic thinking and hands-on production of marketing materials.

Organisational Requirements

- Meet The National's Code of Conduct and values, as the ethos of the organisation
- Contribute to and support the achievement of The National's 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
- Hold, or be able to obtain, a current Working with Children Check, given the organisation's CRICOS and RTO obligations to students, including minors

Accountability and Extent of Authority

This role is accountable to the Executive Manager - Development & Marketing and is accountable for the execution of marketing communications across Corporate, Theatre, Ballet School and Drama School activity.

20 Carlisle Street (cnr Barkly St.)
St Kilda VIC 3182
P.O. Box 1173

AUSTRALIAN NATIONAL
MEMORIAL THEATRE LIMITED
A.B.N. 7800 7306 283
RTO 3600
CRICOS 01551E

+61 (3) 9534 0221
info@nationaltheatre.org.au
nationaltheatre.org.au

Key Accountabilities

Brand, Website and Digital Presence

- Coordinate and update website content across The National's brand sites (WordPress), including ongoing content refreshes and new page development
- Contribute to brand identity development for each of the three schools/venue, including website redesigns, key art, and brand colour/style systems
- Support Google Ads and Google Analytics campaign administration and reporting
- Repurpose graphic content (Canva/Adobe Suite) from key art created by external graphic designers for use across digital channels

Content, Social Media and Communications

- Coordinate with The National's social media and digital contractor and the Schools Administration Team to plan and deliver a regular schedule of social media content that connects and engages with identified target communities
- Build and distribute eNewsletters and eDMs to target audiences (Mailchimp)

Venue Hire, Events and Patron Experience

- Liaise with the Ticketing Administrator and relevant team members to ensure smooth launch and promotion of theatre shows, and to meet venue hirers' marketing requirements
- Maintain and develop venue hire marketing collateral, including information packages for prospective hirers
- Contribute to patron experience materials, including accessibility and 'Your Visit' information for the website

Print, Design and Production Materials

- Coordinate and/or design and produce print collateral including prospectuses, brochures, showcase and production programs, and foyer material
- Coordinate sponsorship acknowledgement within show programs
- Support the design and organisation of merchandise across all three brands
- Assist with organisation of professional photography and content shoots, including location and permit arrangements

General

- Provide high-level customer service and specialist marketing advice to internal and external stakeholders
- Adhere to the marketing budget set by the Executive Manager - Development & Marketing
- Work with the Executive Manager - Development & Marketing to share The National's mission and vision with different sectors of the community through digital and print media
- Other duties within the scope of the role as reasonably directed

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 a multi-brand organisation (Theatre, Schools, Corporate).

Essential Criteria

20 Carlisle Street (cnr Barkly St.)
St Kilda VIC 3182
P.O. Box 1173

AUSTRALIAN NATIONAL
MEMORIAL THEATRE LIMITED
A.B.N. 7800 7306 283
RTO 3600
CRICOS 01551E

+61 (3) 9534 0221
info@nationaltheatre.org.au
nationaltheatre.org.au

- Demonstrated experience working in a collaborative and inclusive way, ideally across multiple stakeholders or brands
- Strong planning and organisational skills, meticulous attention to detail, and the ability to prioritise a varied workload to meet deadlines
- A lateral and analytical thinker, willing to learn through collaboration and consultation
- Experience using digital communication tools including social media (Facebook, Instagram, Meta Business Suite), website content management (WordPress), and eDM platforms (Mailchimp)
- Working knowledge of Google Ads and/or Google Analytics
- Basic graphic design skills (Canva and/or Adobe Suite) for resizing and repurposing key art
- Ability to multi-task and manage competing priorities concurrently across three brands
- Good communication skills and the ability to work effectively with people at all levels
- Self-motivated, with the ability to bring enthusiasm, imagination, creativity and initiative to the role
- Sound writing, grammar and spelling skills
- Ability to work flexible hours, including occasional evenings/weekends around productions and events
- Current Working with Children Check (or ability to obtain one)

Desirable but Not Essential

- Video editing skills
- Knowledge of, or interest in, the performing arts
- Experience in a not-for-profit, RTO, or multi-brand marketing environment
- Experience coordinating print production and external suppliers (designers, photographers)

Benefits

- Continual professional training and development opportunities
- Working in a creative, purpose-driven not-for-profit environment
- Free staff parking
- A short tram ride from Melbourne CBD, in bustling St Kilda, three minutes' walk from the 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