

POSITION DESCRIPTION

Hayes Theatre Co Technical and Production Manager

Employment Basis:	Part-time (3 days PW)
Reports to:	General Manager
Direct Reports:	NA
Remuneration:	\$60,000 pa (pro rata) + super & leave allowances time in lieu provisions

Hayes Theatre Co develops and produces some of the most exciting musical theatre in Australia. Over six thrilling seasons, the company has developed a reputation for highly entertaining, exceptional quality musicals, where new Australian writing rubs shoulders with bold new productions of classic and contemporary international shows.

Named after musical theatre luminary, Nancye Hayes AM, Hayes Theatre Co is Australia's answer to Off-Broadway, providing a dedicated and permanent home for small-scale musical theatre with big ambitions.

We are currently looking for an enthusiastic and committed Marketing Coordinator to join our small team. Content creation and distribution via newsletter and social media channels will be a significant part of the role.

RESPONSIBILITIES

- Create, edit, and upload content to promote Hayes musicals and events
- Design flyers, posters, website images and social media posts
- Manage social media and Hayes' online presence
- Schedule posts using content scheduling software
- Copywriting: briefs, event reports, social media posts, EDMs
- Maintain and update a WordPress website
- Composite Hayes' fortnightly newsletter
- Project manage the creation of programs for each Hayes show
- Film archival recordings of workshops and Hayes productions
- Liaise with the Communications Committee regarding marketing strategy and advertising spend
- Liaise with Independent producers regarding marketing each of their shows internally (MC is not responsible for creating content for independent productions)
- Liaise with external marketing agencies/suppliers, photographers and designers
- Liaise with casts and facilitate the promotion of Hayes musicals through their social media channels
- Provide the General Manager with a weekly report on developments and activities

SKILLS AND EXPERIENCE

Essential

- 2-3 years recent experience in a marketing role
- A passion for the performing arts and musical theatre
- Familiarity with Adobe Creative Suite: intermediate design and graphics skills including video editing
- Strong digital competency and high-level computer acumen
- Passion for social media and new forms of marketing
- Intermediate photography skills (stills and video, video editing)
- Ability to manage multiple projects simultaneously

- A strong attention to detail
- Proven ability to develop arts marketing collateral in a range of digital and print formats
- Excellent written, verbal and interpersonal communications skills
- A willingness to work across other departments and take on new duties as required

Preferred

- Experience with Wordpress
- Working knowledge of Mail Chimp
- Understanding of Facebook Business Manager and Google Analytics

Ordinary Hours and Time in Lieu

The Marketing Coordinator will work 3 days a week from the Hayes office at 32 Orwell Street in Potts Point. Flexible working arrangements are possible, including one day a week from home following the trial period.

Hayes Theatre Co is committed to ensuring that no employee is working beyond a reasonable capacity to ensure a safe and healthy workplace and will review working hours as required.

Apply

Applications must include a one-page cover letter addressing your suitability for the role and be accompanied by a detailed CV that includes the name and contact details of two referees. Links to examples of previous work should be included in the letter.

Please send to Will Harvey at: will@hayestheatre.com.au no later than **5pm Monday 17 May**.