

## MARKETING ASSOCIATE

Employment Basis	Full-time (38hrs per week) One year contract
Reports to	General Manager
Direct Reports	NA
Remuneration	\$60,000 - \$65,000 pa dependent on experience Plus super and leave allowances Time in lieu provisions

Hayes Theatre Co develops and produces some of the most exciting musical theatre in Australia. Over seven thrilling years, 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.

We are looking for an enthusiastic and committed Marketing Associate - a new role - to join our small team. The Marketing Associate will engage our core audience and critically, help find new audiences by creating and distributing innovative and captivating content.

Technically competent, creative and highly imaginative, the ideal candidate will play a significant role in defining the Hayes brand and helping us realise our vision for the future of musical theatre in Australia.

Set your career on the right trajectory by joining one of the fastest growing and most exciting performing arts companies in Australia. You'll work with a receptive team, open to new ideas and willing to support innovation, passion and ambition.

### RESPONSIBILITIES

- Liaise with the creative team and performers to promote our musicals and cabarets
- Help foster and grow the Hayes community
- Help define and celebrate the Hayes brand
- 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
- Produce 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 (MA 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
- Relevant experience producing content for social media, managing social media platforms and knowledge of 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 take on ad hoc tasks and 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 position is a one-year contract with the option to extend.

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

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.

### Diversity and representation

Musical theatre is changing and so are the artists we work with, the projects we support and performers we see on stage. Hayes is committed to cultural inclusion and diversity being reflected throughout the organisation. We strongly encourage applications from First Nations people, those who are culturally and linguistically diverse, people of all abilities, and people from LGBTQIA+ communities.

### Apply

Applications must include a one-page cover letter addressing your suitability for the role and 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](mailto:will@hayestheatre.com.au) no later than **5pm Friday 19 November**. An early appointment will be considered, and the position may be filled prior to the closing date