
POSITION DESCRIPTION AND DUTY STATEMENT

Marketing and Administration Coordinator

POSITION DESCRIPTION

Reports To:	Artistic Director and General Manager
Position Type:	Part-time. 20 hours per week (see Special Conditions for set hours).
Annual Salary:	\$45,000 per annum, (approximately \$24,000) + superannuation
Probation Period:	3 months
Commencement Date:	3 June 2019
Location:	Gorman Arts Centre, Block H, Batman Street, Braddon, ACT

COMPANY INFORMATION

Canberra Youth Theatre (CYT) was established in 1972 and is an Australian not for profit charity youth arts association incorporated in the ACT. Through drama workshops and performances, CYT aims to develop curious and broad-minded young artists with knowledge of theatre craft. CYT provides young people aged 7-25 years with the opportunity to explore, extend and develop their drama skills with emerging and professional artists. CYT is a place where young people's voices are heard, in a safe and accepting environment. CYT is proudly supported by its members, the ACT Government through artsACT, and Ainslie and Gorman Arts Centres.

POSITION OVERVIEW

The Marketing and Administration Coordinator reports to the Artistic Director and General Manager and is primarily responsible for the coordination of all marketing duties, general reception and administrative office support for the company. They will produce and coordinate content for CYT's digital and social media platforms as well as written publications, create marketing schedules, press releases and liaise with media. The Marketing and Administration Coordinator is one of the first points of contact at CYT and must communicate effectively with various stakeholders including parents, participants, tutors, schools, media and suppliers. The role requires the ability to work as part of a small team, demonstrate flexibility and prioritise competing requirements. CYT is a small not-for-profit arts organisation. At times, staff may be required to assist with duties outside of those detailed in the job description to help meet key deadlines and ensure the smooth running of the company.

KEY RESPONSIBILITIES AND DUTIES

Marketing:

- Create marketing and publicity schedules for productions and programs, in collaboration with the Artistic Director, to effectively communicate the program activities and artistic vision of CYT.
- Update and manage the company website and social media accounts.
- Produce digital and social media content (including images, videos, posts, EDMs, etc.) and manage timelines for all activities.
- Create and distribute EDM newsletters and manage mailing list databases.
- Assist with the production of content and copy for CYT publications and marketing collateral.
- Manage effective advertising spend where appropriate.
- Manage online reputation for brand awareness and audience development and work to grow our online community and traffic to our website and other digital channels.
- Remain abreast of trends in digital and social media platforms, and initiatives within the arts and other sectors.
- Leverage relationships to expand our networks and share resources through reciprocal arrangements with third party networks, press and social media influencers.
- Measure and report on marketing, digital and social media activity.

Administration:

- Provide reception duties, answering general enquiries and being the first point of administrative contact for stakeholders and the public.
- Handle the day-to-day administrative needs of the CYT office. This includes:
 - Managing email accounts, fielding enquiries and flagging emails that require the attention of other staff;
 - Managing the petty cash float and reconciliations;
 - Preparing both informal and formal correspondence, as directed;
 - Managing stock of office supplies.
- Provide administrative support to the Artistic Director, General Manager and Program Coordinator in the implementation of the CYT's artistic program, workshop program and business activities.
- Assist with the maintenance and regular update of all CYT databases.
- Maintenance of digital and physical archives.
- Support CYT production seasons by coordinating and managing Front-of-House.
- Attend meetings with artistic and administrative staff as required.
- Provide general administrative assistance and organisational support for productions and special events as required.

SELECTION CRITERIA

Essential skills and experience:

- Demonstrated experience in marketing, ideally within an arts environment.
- Demonstrated experience in business and/or office administration.
- Exceptional writing and communication skills and the ability to liaise with a wide variety of stakeholders.
- Excellent organisational skills and attention to detail with the ability to prioritise, meet deadlines and work under pressure with limited supervision.
- Knowledge and experience working with social media platforms.
- Experience with website content management systems (WordPress) and email marketing systems (such as Mail Chimp) or a demonstrated ability to quickly learn these ICT systems.
- Excellent computer skills and familiarity with Mac OS, with proven efficiency with databases, Office and the ability to quickly learn (Seat Advisor, CYT's online ticketing) new systems.
- Excellent communication, customer service and interpersonal skills with a range of stakeholders including young people, parents, industry, media, business and government stakeholders.
- Willingness to take direction and work as part of a team.
- An interest in the performing arts and ability to think creatively.
- A commitment to working with young people.

DESIRABLE KNOWLEDGE

- Knowledge of the theatre and performing arts practices.
- Familiarity with managing social media (paid and organic) marketing campaigns.
- Understanding of Duty of Care for young people.
- Ability to use Adobe Creative Suite (Photoshop, Illustrator, InDesign) will be an advantage.
- Photography skills beneficial, but not essential.

SPECIAL CONDITIONS

- Work hours are 20 hours per week, covering at least the 9:30am to 12pm shift and some afternoons by negotiation. Extra hours and occasional changes to working hours are giving as per our internal Time in Lieu policy.
- The Marketing and Administration Coordinator must hold the following:
 - a current Working With Vulnerable People registration
 - a current First Aid Certificate.

APPLICATION REQUIREMENTS

Applicants should submit the following:

1. A written application (no more than 2 pages) addressing the Selection Criteria
2. A current CV and contact details of 2 referees.

Applications should be emailed with **Marketing and Administration Coordinator** in the subject line by **midnight on Sunday 5 May 2019** to business@cytc.net

If you would like to discuss the position in more detail, please contact Anaïs Maro by email on business@cytc.net