

Position:**COMMUNICATIONS & MARKETING MANAGER****Applications close:**

Sunday 22 April 2018, 5:00pm

About NORPA:

NORPA (Northern Rivers Performing Arts) is the leading regional theatre company in Australia. Based in Lismore, NSW, NORPA is renowned for creating original performance works with a strong physical aesthetic that is often site-specific. NORPA presents a season of performances and has established a strong and loyal support base of season subscribers and single ticket buyers from across the Northern Rivers Region.

The Communications & Marketing Manager joins NORPA at an exciting time in the organisation's development. NORPA's artistic and creative team has grown to include a diverse group of Associate Artists led by long-term Artistic Director, Julian Louis. In 2018, five new works will premiere with multiple new performance works in creative development.

Position Reports to the General Manager**Position works closely with:**

Artistic Director, General Manager, Associate Director, Marketing Coordinator, Publicist, National Producer, Producers, Audience Services Coordinator and Venue Manager

Position Supervises:

Publicist, Graphic Designer and Marketing Coordinator

Position Summary:

The Marketing and Communications Manager provides high level leadership in the development, management and operation of innovative marketing and communications strategies in line with NORPA's artistic and financial goals. The position manages key staff responsible for communications and marketing. As a senior manager with the company, the Marketing and Communications Manager contributes to the development and realisation of all business planning and KPIs relating to branding, engagement, audience development, and key income targets.

Measurable Outcomes

- Cutting edge and effective marketing and communication strategies developed and implemented for both brand-focused and production-related (including new work) campaigns.
- Increased profile and brand awareness of NORPA, with clear and consistent messaging across all communications platforms.
- Increased audience base with growth in ticket sales.
- Highest level of patron engagement and customer service delivered across the organisation.
- Efficient budget management and delivery of activities and campaigns within allocated resources.
- Effective team management, ensuring staff have the knowledge, skills and resources to achieve departmental goals.
- Useful, outcome-focused financial reporting and data analysis.

Key Responsibilities and Duties

Strategic Planning and Policy

- Develop strategic Marketing and Communications plans for the company, identifying the inter-relationship between theatre company, programmed annual Season and Lismore City Hall (Venue) including audience development.
- Identify future needs, trends and resources for effective marketing of NORPA
- Work closely with the Artistic Director, General Manger and Creative Programs producer to develop and deliver strategies and policies related to profile raising and box office sales.
- Oversee CRM system strategies, developing practices to meet business objectives, increase audience database and best utilise and protect data.
- Operational Management – oversee and implement marketing and communications deliverables

Selection Criteria

Candidates are required to address the following selection criteria.

Candidates that do not respond to the selection criteria will not be short-listed for an interview.

1. Minimum three years' working at a management or leadership level in marketing
2. Proven ability to develop and implement a communications strategy
3. Proven ability in managing and executing digital media campaigns
4. Ability to create and manage budgets
5. Excellent communications skills

How To Apply:

Send your application, including your response to the Selection Criteria, to:

NORPA
PO Box 225
Lismore NSW 2480

email: coordinator@norpa.org.au

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www.norpa.org.au | 02 6622 0300 | Office Hours: Mon-Fri 9:00am-4:00pm