

## POSITION DESCRIPTION

<b>POSITION TITLE</b>	<b>Marketing and Communications Manager</b>
<b>REPORTS TO</b>	Executive Director
<b>KEY RELATIONSHIPS</b>	Artistic Director, Development Manager, Producer
<b>SUPERVISORY RESPONSIBILITIES</b>	Publicist, Graphic Designer and Marketing Coordinator
<b>CONTRACT PERIOD</b>	12 month contract with opportunity for extension
<b>STATUS</b>	Part time - Five days per fortnight with flexible working options

NORPA is one of Australia’s most exciting regionally based theatre companies.

NORPA (Northern Rivers Performing Arts) is based on Bundjalung Country. Our home is in Lismore, in the beautiful Northern Rivers. We take inspiration from the country and culture around us, and we take risks in bringing stories to life. Our theatre productions are original, site-specific, place based, relevant and contemporary.

As a key creative organisation for the Northern Rivers, we play a pivotal role in our local and regional creative community through the work we make and how we support the development of the artform and artists. We are recognised as a national leader in making theatre that directly responds to and speaks to the role of artists and art in our changing environment.

NORPA is undergoing transition since losing its key venue, making and office space in the 2022 Lismore floods and as such is looking at innovative, relevant and head turning ways to continue engaging with its community and audiences.

### Position Overview

The Marketing and Communications Manager provides high level leadership in the development, management and operation of innovative marketing and communications strategies. In this role you will communicate NORPA original productions; and our creative and development programs to our broad audience and participant base as well as devise and communicate key messaging on the company’s strategic and market positioning. You will develop and realise business planning documents and manage KPIs relating to branding, engagement, digital, campaigns, audience development, and relevant income targets.

### Key Responsibilities

Key Area and Objective	Core Deliverables
<p><b>Strategic Planning and Policy</b></p> <p>Develop and deliver all marketing and communications planning and policy, in line with the strategic plan 2021 – 2024, to express the vision and achieve NORPA’s key objectives.</p> <p><a href="#">NORPA Strategic Plan</a></p>	<ul style="list-style-type: none"> <li>• Develop strategic marketing and communications plans.</li> <li>• Identify and model future needs, trends and resources for effective marketing of NORPA.</li> <li>• Develop and implement systems to effectively monitor marketing performance and facilitate KPI tracking and reporting.</li> <li>• Implement effective ticketing systems, striving for best practice and driving a culture of continuous improvement.</li> <li>• Provide regular update reports to the senior leadership team.</li> </ul>

Key Area and Objective	Core Deliverables
<p><b>Digital</b></p> <p>Deliver best practice online experiences across NORPA's website, digital, and social media platforms, driving brand awareness and engagement.</p>	<ul style="list-style-type: none"> <li>• Project manage and deliver NORPA's website and website improvement.</li> <li>• Develop and implement holistic digital and social media marketing strategies across NORPA channels, tracking, analysing and reporting effectively.</li> <li>• Drive targeted EDM and social campaigns ensuring strong content, audience and brand development, and revenue return outcomes.</li> <li>• Implement best-practice digital experiences across all public facing digital platforms with a focus on user experience.</li> <li>• Keep abreast of industry best practice, trends, and opportunities as they relate to digital marketing to maintain process innovation and improvement.</li> </ul>
<p><b>Brand Management</b></p> <p>Drive the delivery of NORPA's brand/s, identity, reputation, positioning, and profile, in local, regional, and national contexts.</p>	<ul style="list-style-type: none"> <li>• Develop and execute brand strategies across NORPA's diverse program streams.</li> <li>• Oversee brand and style guidelines across the organisation.</li> <li>• Work collaboratively with artists, program partners, presenting partners, and external stakeholders to ensure brand collateral adheres to NORPA's brand guidelines.</li> </ul>
<p><b>Marketing Communications</b></p> <p>Develop and deliver integrated communications campaigns to engage and develop a wide range of audiences.</p>	<ul style="list-style-type: none"> <li>• Coordinate NORPA's publicist across media communications.</li> <li>• Oversee all output and messaging to ensure it is compelling and consistent across marketing channels.</li> <li>• Manage the Marketing Coordinator to implement day to day operations including the updating of the CRM database.</li> <li>• Liaise with NORPA's team around program campaigns and key messaging.</li> <li>• Keep up to date with practices and trends across current and emerging marketing and communications mediums.</li> </ul>
<p><b>Campaign Management</b></p> <p>Lead, plan and deliver effective integrated campaigns that achieve business objectives, within budget and timelines.</p>	<ul style="list-style-type: none"> <li>• Drive the creative concepts for design and production of key marketing collateral, in particular the annual program guide and website.</li> <li>• Provide practical support to the team to formulate content, email marketing and social media activity, produce marketing assets, plan SEM, SEO and re-targeting campaigns, collate data and insights, and execute ticketing builds.</li> <li>• Negotiate and manage media partnerships and advertising agreements.</li> </ul>
<p><b>People</b></p> <p>Manage, develop and support relationships with internal and external stakeholders and team members, contributing to a healthy, creative, and respectful workplace culture.</p>	<ul style="list-style-type: none"> <li>• Manage the planning, prioritisation, and allocation of all marketing resources to achieve business goals.</li> <li>• Build and maintain positive relationships with marketing partners and agencies, including graphic designers, publicists, media, ticketing providers, web developers, contractors and suppliers.</li> <li>• Work in partnership with the Executive Director, Artistic Director, and Development Manager to manage and execute audience development events including project launches, donor and stakeholder events.</li> <li>• Successfully supervise ticketing, publicity and Marketing Coordinator positions, encouraging excellence and high quality service outcomes.</li> <li>• Develop strong professional relationships and build capacity among the regional community and within the wider sector.</li> </ul>

<p><b>Financial</b></p> <p>Set and maintain operations budgets in consultation with the senior leadership team and relevant staff, developing and managing financial operations targets and reporting systems.</p>	<ul style="list-style-type: none"> <li>• Plan and manage annual marketing budgets and set financial targets in consultation with the senior leadership team, ensuring regular reports are provided as requested, and reporting major changes to the budget throughout the year.</li> <li>• Maintain effective budgeting practices, monitoring and reviewing as required to ensure financial targets are met.</li> <li>• Plan, monitor and report on all marketing related funding grant applications and acquittals, and keep accurate accounts of relative income and expenditure.</li> </ul>
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**Other Duties**

- During key periods, increased hours may be required.
- Flexibility to work evening and weekend hours will be required at times and this will be compensated as time in lieu.
- This job description describes the broad scope of the role and is not an exhaustive list. It may also change from time to time with due consultation to meet the changing needs of the business.

**Key Selection Criteria**

<b>Education/Qualifications</b>	
1.	A Bachelor's degree in marketing, communications or relevant field and a minimum of 3 years' experience working at a management or leadership level in marketing.
<b>Knowledge and skills</b>	
1.	Demonstrated high level marketing and communications skills with proven ability to work at both strategic and detailed level.
2.	Ability to create and manage budgets, and achieve financial targets.
3.	Demonstrated experience managing and executing digital media campaigns.
4.	Experience working collaboratively as part of a small dynamic team on multiple projects.
5.	Excellent communication skills with expertise in compelling storytelling to build and drive branding and engagement.
6.	Ability to work autonomously and take initiative and responsibility – taking strategic plans to develop and deliver operational solutions.
7.	Team player with a friendly, can-do approach to work and life.
8.	Proficiency in Microsoft Office (Word, Excel and PowerPoint).
9.	Proficiency in Adobe Suite (minimum InDesign, Illustrator and Photoshop) highly desirable.