



## POSITION DESCRIPTION

<b>Title</b>	Marketing Senior Co-ordinator
<b>Section</b>	Programming
<b>Position</b>	Permanent Full-time, 38 hours per week
<b>Start Date</b>	By negotiation, but an immediate start is possible
<b>Review Date</b>	12 weeks probation, then annually
<b>Location</b>	Bunbury, Western Australia: but will consider a remote role for the right candidate within 200km
<b>Pay Range</b>	\$65,000 - \$75,000 dependant on experience
<b>About BREC:</b>	<p>BREC's vision is to inspire a vibrant and culturally engaged region.</p> <p>We are a leading performing arts and conference venue... a presenter, a cultural developer, an educator and a public meeting place. We bring people together to share experiences. We collaborate with local artists and touring companies, introduce children to their first experiences with the arts, and create relationships between artists and audiences.</p> <p>We value passion, leadership, generosity, collaboration and creativity.</p>
<b>Role Objectives</b>	<p>This is the best marketing role in the South West. You will be attracting people to experience a diverse range of arts and business events in the region's finest and most loved venue; working in the most exciting industry possible as BREC continues to expand its program and reach. In this busy, multi-faceted role, you will be responsible for managing the day-to-day operations of all marketing activities and the long-term marketing strategy for BREC. You will lead the planning, development, implementation and evaluation of innovative marketing projects and work closely with staff across the organisation to ensure success.</p>
<b>Team Objectives</b>	<p>Marketing supports the needs of the organisation through the delivery of strategic marketing activities supporting BREC's brand image, culture and strategic plan. This includes: activities that protect and differentiate the brand image within the market place; building brand awareness; growing ticket sales (performance) and market share (events); increasing profit; targeting new customers; entering new markets (national &amp; international) and launching new products and services; improving stakeholder relationships; enhancing customer relationships; and improving internal and external communications.</p>
<b>Key Responsibilities</b>	<ul style="list-style-type: none"><li>• Drive marketing and communications that support BREC's mission, brand image and services.</li><li>• Lead the organisation in brand strategy</li><li>• Liaise with members of the management team and work together to achieve the organisation's goals</li><li>• Provide recommendations for short and long-term plans for continued improvement to marketing activities and systems.</li></ul>

- Meet marketing financial objectives preparing and maintaining an annual budget and providing recommendations to the Executive Director.
- Responsible for planning, creating, implementing and measuring success of a comprehensive, integrated marketing communications for business, creative and brand goals
- Lead execution and maintenance of a suite of marketing and communication materials including public relations, print media, broadcast media, email and digital platforms
- Lead, supervise and support the Marketing Co-ordinator and other marketing contractors employed from time to time, to ensure a productive and best practice workplace
- Build and maintain relationships with all stakeholders including external agencies and suppliers to ensure a clear understanding of the organisation's marketing strategy and branding guidelines.
- Build and maintain relationships with producers and tour promoters to ensure the best outcomes for marketing.
- Build and maintain relationships with corporate sponsors, identifying potential marketing synergies and brokering partnership agreements
- Maintain up-to-date knowledge and work practices for the marketing industry by participating in educational opportunities, industry publications, professional bodies and maintaining personal networks.
- Appreciation of the importance of legal and regulatory frameworks including an awareness of Work Health and Safety responsibilities in the workplace.
- Represent BREC at internal and external functions and events as required from time to time.

#### Extent

#### of Authority

The Marketing Senior Co-ordinator has authority to act within established practices with reference to directed procedures, other documented methods and given instructions. The position reports to the Program Manager.

#### Hours of Work

Monday to Friday; a regular schedule of 38 hours per week to be agreed. Flexibility in working hours/arrangements possible.

#### Other Benefits

4 weeks annual leave, 2 wellness days and 10 days personal leave will apply. The opportunity to experience live performance and attend shows at BREC.

#### Key Selection Criteria

- Extensive experience in a marketing role with a strong understanding of campaigns that drive business results and brand.
- Resilient and self-motivated, a strong team player; thriving in a fast changing environment; curious, flexible, agile, and nimble. A problem solver who can bring people together to achieve solutions.
- Proven strategic, creative and analytical abilities.
- Evidenced strong understanding of contemporary marketing and customer/audience-led principles and practice.
- Demonstrated track record in delivering multichannel marketing and communication campaigns
- Very strong written/copywriting/content writing skills across various channels especially media communications
- Great people skills and stakeholder management
- Competence operating digital channels
- Demonstrated excellence in written and verbal communication skills.
- Experience with Content Management Systems (CMS)

#### Desirable

- Professional knowledge and understanding of the arts/culture sector
- Experience in ticketing systems

# BREC

- To Apply:** Please email your CV and a cover letter outlining your interest in, and suitability for the role, and how you meet the selection criteria to [careers@bunburyentertainment.com](mailto:careers@bunburyentertainment.com)
- Deadline:** 10am, Thursday 28 January 2021.
- Contact:** Please address queries to the Project Manager on 0419971713