



## Position Description

Position Title: Marketing Coordinator - Special Projects  
Reporting to: Marketing and Communications Manager  
Reports: nil.  
Term: Part-time, 0.6FTE, 6 month contract  
Salary: \$60-65,000 pro-rata, plus super.

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## Position Description – Marketing Coordinator, Special Projects

### Position Summary

The Marketing Coordinator - Special Projects is a key team member in the small but very busy Marketing/Publicity department. The main responsibility of the role is to assist efforts to increase audience and community engagement with ATYP and participation across the company's programs, specifically ATYP's up-coming production of *A Clockwork Orange: A Play with Music*, Season 2023 launch, establishment of ATYP's merchandise line and promotion of the venue in line with the ATYP marketing strategy (inclusive of 2023 Season).

### Key Internal Relationships

The Marketing Coordinator position takes direction from and reports to the Marketing and Communications Manager.

### Key External Relationships

The Marketing Coordinator is required to create and maintain effective working relationships with:

- Suppliers of services to the Marketing Department
- Arts organisations and other key partners
- Young people involved in ATYP programs

### Skills & Experience

- Exceptional attention to detail.
- Excellent written and verbal communication skills, including proofreading and copywriting.
- A passion for and experience in social media and digital marketing.
- A creative thinker who understands and can create short-form video content for Instagram and TikTok.
- A versatile writer who can create content across our various channels to multiple audiences.
- Strong visual aesthetic and an understanding of brand guidelines.
- Experience in delivering print and outdoor advertising
- The ability to multi-task and manage competing deadlines in a fast-paced environment.
- Experience working in a multifaceted campaign environment.

- Experience in event/project management (desirable)
- Experience with databases and list management.
- Photo editing skills (Adobe CC desirable)
- Video iMovie or Final Cut Pro skills (desirable)
- Mail Chimp experience (desirable)
- Ability to work autonomously within a small team
- Experience working within an arts marketing environment desirable but not essential

#### **Personal Attributes:**

- An interest in young people and their positive interaction with the arts.
- An open, collaborative and can-do work ethic.
- Good knowledge of arts marketing and understanding of multi-faceted marketing mix and distribution channels.
- Knowledge of social media, social media trends, and the wider online community.
- Understanding of and passion for the performing arts and entertainment industry.

#### **Special Requirements:**

- Due to the nature of the position, there is some after-hours work required.
- Working with Children clearance
- Current drivers licence
- Fully vaccinated against Covid-19 (unless holding a valid exemption) in line with ATYP's Covid-19 Vaccination Policy

#### **Duties**

#### **Under the supervision of the Marketing and Communications Manager, the Marketing Coordinator, Special Projects will:**

- For special projects, plan, manage and provide detailed reporting on ATYP's presence across all social media channels, EDM's, digital channels and outdoor advertising.
- Create engaging and relevant content for special projects in collaboration with the Marketing team.
- Communicate with performing arts organisations and other relevant companies for reciprocal marketing arrangements for inclusion in EDM's and across social media.
- Provide production planning and ongoing support for specific annual projects including but limited to photo/video shoots for *A Clockwork Orange*, venue promotion, the annual Season Brochure and the production of collateral associated with these activities.
- Organise the printing and distribution of printed marketing materials and collateral as outlined above.
- Create and source merchandise materials in keeping with the ATYP brand and budget, establish POS for merchandise online and in-venue.
- Undertake other reasonable duties as instructed.

#### **HOW TO APPLY**

Please submit your CV, an application outlining your relevant skills and experience which relate to the essential selection criteria and contact details for at least two professional referees by 9am on **Monday 11 July 2022** to:

Johanna Mulholland,  
Director of Strategic Initiatives, Pier 2/3, Suite 2, 13A Hickson Road DAWES POINT

by email to [johanna@atyp.com.au](mailto:johanna@atyp.com.au)

For enquiries please contact: Johanna Mulholland 9270 2421  
You must have the right to live and work in Australia to apply for this role.

***ATYP encourages applications from Aboriginal and Torres Strait Islander people, people with a disability, mature age workers, people from diverse cultural and linguistic backgrounds and lesbian, gay, bisexual, transgender, intersex and queer (LGBTQI+) people.***