

SLINGSBY

- Journey In Wonder -

The Role: Marketing and Communications Coordinator

Start Date: negotiable Mid July

Contract period: 6 months part time (0.4 FTE)

The Company: Slingsby

Slingsby is a global touring theatre company creating and sharing memorable immersive experiences for all.

Adelaide-based theatre company Slingsby creates and shares emotionally powerful storytelling. Each Slingsby show is doorway into a magical realm, transporting audiences to a time and place that is at once breathtaking, and familiar. Slingsby's productions are set in immersive spaces that extend pre- and post-show, and enhance the impact of each work. The local, national, and international industry awards are testament to the company's renown for excellence in theatre making.

Slingsby is passionate about inspiring the next generation of artists, arts leaders and citizens. Through in-schools touring, workshops, residencies and professional development programs, both in person and online, the company shares its proven creative process, and depth of skills and knowledge.

Slingsby's brim-full 15 year history has earned the company an international reputation as a prominent and distinctive creative voice.

The Role: Marketing and Communications Coordinator.

Working closely with the management team, helping to maximise the visibility of Slingsby and enhance the company reputation, coordinate the delivery of digital communications and creation of marketing materials across various platforms.

About the Role / Responsibilities:

- Refine and implement marketing strategy
- Develop and optimise social media and digital marketing activity to support the overarching Marketing Strategy of Slingsby.
- Develop, coordinate, and publish social media activity across channels
- Develop and prepare reports demonstrating performance trends on campaigns.
- Work with Education Manager to coordinate communications of Education program
- Work with Executive Director to amplify Fundraising and Development activities
- Coordinate and improve day-to-day and campaign related social media and digital marketing activities

- Coordinate the development, design and production of marketing collateral to support strategies – including websites, social media and traditional marketing materials
- Manage outside contractors as required
- Increase Slingsby brand awareness across various platforms
- Deliver on annual KPIs.

About You

A creative problem solver with the ability to work in a fast-paced environment, prioritise tasks and meet deadlines. You should have well-developed communication skills and the ability to liaise effectively with stakeholders at all levels.

To be successful in this role you should demonstrate:

- Experience managing social media including monitoring, responding, and escalating communications as required.
- A proven ability to monitor and report on digital analytics with a focus on making recommendations to ensure ongoing improvements.
- Experience with content authoring on email management systems, content management systems and blog platforms.
- Experience in developing and delivering marketing campaigns
- Experience in developing and managing budgets
- Graphic design skills to create content including experience using Canva
- knowledge of best practice principles for digital content across web, social and email marketing.
- Experience with writing copy for various mediums

You will have:

- At least 2-3 years of experience in a Marketing/Communications role
- Tertiary qualifications in a Marketing discipline or equivalent experience
- Strong organisational skills, proven project management skills
- Ability to be self-directed and work autonomously
- Excellent attention to detail with an eye for accuracy
- Clear and concise written, verbal, and interpersonal skills.
- Excellent time management and prioritisation skills.
- A positive, 'can-do' attitude.
- A collaborative approach to working with stakeholders both externally and internally.
- Excellent communication skills.
- An understanding of arts and culture sector in South Australia

For more information, or to have a confidential discussion, please contact:
Rebecca Pearce, email rebecca@slingsby.net.au

Applications close: 24 June 5pm