



Position Description

Marketing Manager

Why work for us?

- An exciting role working for Australia's leading, iconic Indigenous performing arts company
- A rare opportunity to develop and manage new marketing strategies that share Aboriginal & Torres Strait Islander culture with Communities and audiences across Australia and the world
- Work at the newly expanded, vibrant Walsh Bay Arts Precinct and enjoy workplace flexibility.

Company Profile

We are Bangarra Dance Theatre. We are a company of professional Aboriginal and Torres Strait Islander performers. We are storytellers. We are fire makers.

As one of Australia's leading Indigenous performing arts companies, we share our culture with Communities and audiences across Australia and the world.

We have been making our indelible marks on the Australian and international theatre landscape for over three decades. We are at home performing on Country, on Australia's most iconic stages and running education workshops and programs to nurture the next generation of storytellers.

We are for the hundreds of First Nations Communities across Australia – and for anyone who wants to be part of our story.

Position Description

The Marketing Manager is a pivotal role within the team, working primarily in the areas of campaign management and digital marketing. The role proactively develops, implements and manages marketing campaigns with the goal of reaching new audiences and increasing revenue. This role reports to the Director, Marketing & Communications and has one direct report, the Marketing Coordinator.

The Marketing Manager will collaborate with departments within the company as well as with partners, suppliers, and stakeholders, including the Sydney Opera House and Arts Centre Melbourne. The ideal candidate should have a strong grasp of the current digital landscape, including expertise in CRM, CMS, social media, and analytics.

Areas of Responsibility

Digital

- Manage organic and paid digital advertising campaigns, including social media ads, and Google Search, ensuring effective targeting and audience segmentation;

- Oversee the email & content strategy for each production, including the calendar of social media content, with support from the Marketing Coordinator;
- Manage the updating and continual improvement of Bangarra's websites, working closely with the Marketing Director and the company's external web development agency;
- Develop and execute strategies to grow Bangarra's online community and improve engagement;
- Analyse post-show survey and social media results and optimise content for improved performance;
- Advise on social media trends.

Campaign Management

- Create and implement end-to-end marketing campaigns for Bangarra's productions, with the goal of attracting new audiences and achieving box office targets while controlling marketing spend;
- Identify and engage new channels to sell tickets and promote Bangarra productions, with the goal of acquiring new customers, and act as main contact for ticketing agencies;
- Monitor campaign results and adjust advertising campaigns to maximise ROI;
- With support from the Brand Manager, act as main marketing contact for national tour venues to ensure campaign material is supplied accurately and on time;
- Proactively discuss and plan the Customer Experience with venues' management.

Other Duties

- Receive briefs and deliver marketing support to internal stakeholders and partners including Education, Publicity, Youth Programs, and Philanthropy.
- The role is required to perform other reasonable duties as necessary.

Essential requirements

- Minimum of 4 years in sales, marketing, publicity or communications
- High-level IT skills, including proficiency with Microsoft Office suite.
- Proven experience with a range of digital marketing tools and platforms, including Google Analytics, SEO tools, social media management software, and email marketing platforms
- Proven history of consistently achieving sales targets.
- Strong ability to manage multiple projects simultaneously, even under pressure.
- Excellent skills in communication, relationship building, and negotiation
- Experience managing campaign budgets
- Excellent attention to detail

Desired requirements

- Tertiary qualification in Marketing, Communications or other related field
- Ability to conduct A/B testing, analyse results, and optimise digital content for improved conversion rates
- Experience in arts, creative, cultural, or Indigenous sectors

More information and how to apply

For further information, please email John Quertermous, Marketing & Communications Director johnq@bangarra.com.au.

To join our fantastic and passionate team, please send:

- a detailed CV (including the names and contacts of at least 2 referees – referees will not be contacted until the shortlisting stage and after checking in with the applicant) and
- a cover letter outlining how your skills meet the essential requirements of the role

To jobs@bangarra.com.au by 9 am 16 September 2024. Applications will be assessed as they are received. Interviews may commence and appointment made before this deadline.

If you have accessibility requirements please indicate them in your cover letter.

Applicants from Aboriginal and Torres Strait Islander backgrounds are strongly encouraged to apply.