



## **POSITION DESCRIPTION**

### **Marketing & Communications Director**

## **ACKNOWLEDGEMENT**

Bangarra is a culturally safe organisation that acknowledges 65,000 years of First Nations history and pays its respect to Aboriginal and Torres Strait Islanders past, present and emerging. We recognise sovereignty was never ceded. Australia always was and always will be, Aboriginal and Torres Strait Islander lands.

## **WHY WORK FOR US?**

- An exciting role working for Australia's leading, iconic Indigenous performing arts company
- A rare opportunity to plan, develop and manage marketing and communications 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, including working from home, flexibility on taking gazetted public holidays such as Australia Day on a separate day, cultural leave
- A collaborative and innovative company culture where your contributions are highly valued
- Growth and development opportunities including: free access to LinkedIn Learning, Cultural Awareness training, study leave and dedicated training budget
- A workplace culture that fosters personal wellbeing

## **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.

## **THE MARKETING TEAM**

Bangarra Dance Theatre's Marketing & Communications team drives Bangarra's marketing, media relations, digital, content, ticketing and customer relationships, audience research, venue hire and merchandising activity.

## **THE ROLE**

The Marketing & Communications Director reports directly to the Executive Director and Co-CEO and works closely with the Artistic Director and Co-CEO. The role forms a part of the company's Leadership Team and works across all departments to bring the Bangarra brand and communications to life. Working across various initiatives, the role demands creativity, adaptability and the ability to manage multiple projects at once.

Applicants must have the right to live and work in Australia.

Experienced applicants from Aboriginal and Torres Strait Islander backgrounds are highly encouraged to apply.

## **KEY AREAS OF RESPONSIBILITY**

### **People & Teams**

- As a member of Bangarra's Executive Leadership team, provide broad and ongoing guidance and support to the entire team.
- Lead and develop a high performing marketing team, driving a culture of collaboration, support, development and continuous improvement.
- Collaborate with teams across the organisation to develop clear positioning and distinctive plans that will resonate with audiences, donors and stakeholders to achieve impactful outcomes.

### **Marketing & Comms**

- Develop and implement integrated marketing and communication strategies across multiple platforms that increase brand engagement, support private giving and partnerships, and ticket sales revenue
- Research and analyse market/industry trends, demographics, pricing schedules, competitor products, and other relevant information to form marketing strategies
- Develop and oversee the Marketing & Communications budget, providing advice to the Executive Director and Co-CEO on opportunities to manage expenses and increase revenue
- Hands-on role in the creation and editing of marketing and communication materials
- Lead Bangarra's digital strategies and guidelines, monitoring audience engagement and provide end-of-campaign reports for review at leadership and board meetings

### **Ticketing and Box Office**

- Oversee all aspects of ticketing services and operations with internal and external stakeholders
- Ensure the Bangarra website delivers a seamless and engaging customer experience, focusing on efficient transaction pathways, functionality, and ongoing innovation.
- Oversee Bangarra merchandise, creating new products with appropriate cultural and artistic liaison.

### **Publicity**

- Oversee development and execution of Bangarra's media relations strategy ensuring that all content shared externally is accurate, on-brand, and culturally appropriate.
- Bangarra lead on media events, approval of press materials and liaison with external publicity agency
- Coordination of publicity for mainstage productions, education and youth activities, career pathways, partner and funding announcements

### **Venue Hire**

- Oversee all aspects of venue hire at the Wharf, including marketing, efficient booking and event delivery
- Ensure sales collateral is up to date and consistent with the Bangarra brand

## **ESSENTIAL SELECTION CRITERIA**

- Over 5 years' experience working in marketing leadership roles, with a well-established background in marketing and communications in the Australian arts landscape
- Leadership experience including managing stakeholders, leading change, cross-functional collaboration and developing high-performing teams
- Exceptional organisational and project management skills with the ability to manage budgets and multiple projects at once
- Proven ability to work strategically while maintaining a hands-on approach to execution
- Strong verbal and written communications skills with extensive experience in copywriting and producing engaging marketing materials
- Excellent financial acumen with the ability to drive strong sales and analyse data in order to report on projected revenue and expenses
- Experience with CRM and e-commerce platforms enabling data-driven methodologies to manage and optimise sales and strong customer relationships
- Awareness of Aboriginal and Torres Strait Islander cultural and social issues with the intention of maintaining the integrity of Bangarra's cultural identity

## **TO APPLY:**

Please email the following:

- A statement against the Essential Selection Criteria (max. 3 pages)
- A full CV including the names of three referees (referees will only be contacted after consultation with you)
- A cover letter

To: [jobs@bangarra.com.au](mailto:jobs@bangarra.com.au) by 9am Monday 3 February 2025.

## **More information**

For further information, please email Louise Ingram, Executive Director and Co-CEO [louise@bangarra.com.au](mailto:louise@bangarra.com.au).