

## Position Description

POSITION DETAILS	
Date of PD	July 2020
Position Title	Marketing & Communications Manager – Riverside Theatres (2 YEAR TEMPORARY)
Position Grade	18
Directorate   Business Unit	City Engagement & Experience   City Identity
Reports to	Group Manager City Identity
Physical Requirements Category	Category 1 – Desk role with Ergonomic Requirements

### POSITION OVERVIEW

The Marketing & Communications Manager – Riverside Theatres leads and directs the strategic design and delivery of Riverside Theatres' Brand, Marketing & Communication activities in accordance with Riverside Theatres and City of Parramatta Council's visions, priorities, strategies and plans.

This role will lead the strategic positioning of Riverside Theatres from a brand, marketing and communications perspective in both consumer and industry markets and is responsible for the commercial performance of campaigns and initiatives in a multi-dimensional and complex environment. The role is also responsible for contributing to the City's broader positioning and delivering on the objectives within the City Brand and Marketing strategy.

The role has a dotted line to the Director of Riverside Theatres and is responsible for providing marketing and communications advice to Riverside Theatres and demonstrating a commercial return on investment for all brand, marketing and communication activities.

### KEY RESPONSIBILITIES

- Setting Riverside Theatres Brand, Marketing & Communication strategy
- Lead a team of subject matter experts
- Influence positive outcomes for Riverside Theatres with both internal and external stakeholders across a variety of topics that impact the perception and positioning of Riverside Theatres as well as show visitation
- Continuously improve (and in some cases reinvent/redesign) the tools, systems, processes, procedures etc used by the team to ensure the operating rhythm is optimal
- Identify and leverage opportunities to strategically position Riverside Theatres as a centre of cultural excellence
- Participate in the development of and contribute to activities that influence the City's broader positioning
- Lead and oversee the delivery of an integrated and coordinated Brand, Marketing & Communication services to consumer and trade audiences
- Management of Riverside Theatres Marketing budget and its financial performance
- Meeting substantial revenue targets and business objectives
- Develop and maintain strategic relationships with internal and external stakeholders to contribute to Riverside Theatres' vision, the ambitions of the City's Cultural Plan and the strategic objectives within the City's brand and marketing strategy
- Participate as a member of Community Services and City Engagement and Experience's leadership groups, providing insights, advice and support

- Participate as a member of Riverside Theatres' leadership group to provide marketing and communications expertise and to facilitate alignment between Riverside Theatres and Council strategic objectives
- Lead and oversee the delivery of a program of activities which position, promote and develop the ticketed attendance and visitation to Riverside Theatres activity including Hires, Presentations, National Theatre of Parramatta and other programmed activity
- Work with other units and teams of Council that contribute to the positioning marketing and promotion of the cultural life of the City
- Ensure marketing and promotion, fundraising and audience development meet budget targets and other performance KPI's
- Ensure administrative, financial and reporting systems effectively support the delivery of Riverside Theatres Brand, Marketing & Communication delivery, measurement, monitoring and evaluation
- Work closely with the Riverside Theatres teams– Business & Venue Services, Programming and Operations to contribute to Riverside Theatres as a centre of excellence in culture, performing arts and events
- Lead and project manage (high level) the development and maintenance of a program of data and insights gathering for Riverside Theatres key segments. Recommend and adapt brand, marketing & communication campaigns and initiatives based on the outcomes of the data and insights gathering and changes in market trends
- Ensure the continuous improvement in business performance and service delivery
- Ensure all activities comply with the relevant legal and ethical standards
- Ensure to take reasonable care of the health and safety of yourself, staff, visitors, contractors and volunteers whilst at work, and cooperate with Council to comply with WHS legislative obligations
- Ensure EEO, the principles for a culturally diverse society, and Council policies are complied with at all times
- Contribute to improved customer service and organisational effectiveness, by acting ethically, honestly and with fairness.

Knowledge	
<b>Qualifications (Level)</b>	<ul style="list-style-type: none"> <li>• Relevant Tertiary qualifications such as a degree in Marketing, Communications or other related discipline or extensive and relevant experience of typically up to 15 years.</li> </ul>
<b>Experience</b>	<ul style="list-style-type: none"> <li>• Developing, interpreting and applying strategic priorities in a performing arts, entertainment or cultural industries environment</li> <li>• A background in marketing and promotions management in performance, cultural or entertainment organisations.</li> <li>• A background in audience development, customer relations or fundraising</li> <li>• Delivering a venue or entertainment based marketing and communications service</li> <li>• Negotiating and liaising with artists, producers, suppliers and contractors</li> <li>• Budget management and financial control</li> <li>• Leading and providing direction for a multi-disciplinary teams</li> <li>• An understanding of government activity and its role in the arts and cultural sector.</li> <li>• An understanding of a venue or production company based performance program.</li> </ul>
<b>Skills</b>	<ul style="list-style-type: none"> <li>• Managing stakeholders, risk and budget</li> <li>• Building organisational capability, agility and responsiveness</li> <li>• Project management</li> <li>• Staff development and performance management</li> <li>• Innovative problem solving</li> </ul>

- Change management
- Communication, presentation and reporting

**Acknowledgement:**

I, ..... acknowledge that I have read and understood the above position description and have been given a personal copy.

Signatures:

Employee's Signature..... Date: .....

Manager's Signature ..... Date: .....