

## MARKETING AND COMMUNICATIONS MANAGER JOB DESCRIPTION

Position:	Marketing and Communications Manager
Basis of employment:	Part-time, 3 days a week
Dates:	Commencing January 2018
Salary on commencement:	\$58,000 p.a. pro rata plus super
Employment conditions:	Four weeks annual leave pro rata

## ABOUT PYT

PYT is the only professional performance company in Western Sydney focusing on the development and engagement of young people aged 14-26 as its core priority. In 2016-20 PYT will challenge the conventions of traditional theatre and respond to the needs and aspirations of the next generation of artists. We will do this by creating innovative performance and social artistic experiences both in theatre spaces and across diverse sites of urban Fairfield, broader Western Sydney and Australia. Fundamental to our mission is placing artistic excellence at the centre of everything we do. Excellence must prevail not just in our work, but within our approaches, methodologies and practices and in the way we conduct our business.

## MARKETING AND COMMUNICATIONS MANAGER: POSITION SUMMARY

The Marketing & Communications Manager supports the vision and strategic direction of PYT Fairfield through all marketing and communications activities. The role oversees and implements the delivery of both project-based and organisational marketing, with a focus on building organisational profile. The position works with the PYT staff team to plan for effective promotion of PYT and its activities while making the most efficient use of resources.

The Marketing & Communications Manager will also work closely with the AD and GM to build a private giving strategy, and will manage relationships with key stakeholders including private and corporate donors.

## KEY RESPONSIBILITIES

- Develop a strategic marketing plan, in line with PYT's strategic plan and annual program
- Implement marketing and publicity strategies for productions, projects and the company's general public profile
- Build the brand and profile of PYT as one of Australia's significant theatre companies in collaboration with the AD
- Oversee production of all promotional, advertising and media materials

- Monitor quality and presentation standards of all marketing materials and activities
- Write copy and manage copywriting and proofreading for all marketing collateral
- Provide professional advice and support to other staff as required
- Undertake media liaison work
- Be responsible for PYT's social networking and digital communications, helping to create a unique voice and brand for the organisation. This includes the regular PYT e-news and all social media platforms.
- Liaise with external designers to manage the PYT website
- Contribute to reports and acquittals to funding bodies and government organisations
- Develop and manage the PYT database
- Assist with event production and logistics, including occasional evening and weekend work on an as-needed basis;
- Collaborate with the AD and all staff to develop, nurture and strengthen relationships with government, philanthropic trusts, foundations, business and other stakeholders;
- Any other tasks as reasonably requested by the AD or GM

## **SELECTION CRITERIA**

### Essential

- 3 years+ arts marketing experience
- Skills and experience in developing strategic marketing and communications plans
- Exceptional oral and written communication skills, with high level accuracy and attention to detail
- Experience in the development, creation, management and delivery of print and digital collateral and campaigns across multiple communication channels, to a diverse audience
- Experience in relationship management with key stakeholders
- Passion and dedication for PYT's mission and programming
- Flexibility to work some weekends and evenings, and to travel as may be required

### Highly Desirable

- Understanding of and experience in working in a community cultural development context
- Experience in working with any or all of the following artists and communities: young people; Western Sydney residents; those from cultural and linguistically diverse, migrant and refugee backgrounds; Indigenous people
- Experience in touring shows
- Experience using the following: Wordpress, Adobe Creative Suite, Mailchimp, Eventbrite (or other ticketing software), Final Cut Pro

## TO APPLY

For more information about the position, please contact Amanda Wright on 02 9724 6077 or [gm@pyt.com.au](mailto:gm@pyt.com.au)

To apply for the position, please send us:

- A CV of no more than three pages
- A statement of no more than two pages that illustrates how your skills, knowledge and experience match the duties and selection criteria

We will only accept applications by email. Please use the subject line 'General Manager application' and email your CV and statement to [gm@pyt.com.au](mailto:gm@pyt.com.au)

The deadline for applications is Sunday 10<sup>th</sup> December 2017

*PYT is committed to equality and diversity, through our program of activities and as an employer. Our practices and procedures aim to reflect the varied needs, expectations and culture of all members of our community. We make every effort to ensure that no member of the community receives less favourable treatment in our recruitment or when accessing our services on the grounds of gender, gender identity, disability, race, religion or belief, age or sexual orientation.*