

PYT FAIRFIELD MARKETING & DEVELOPMENT MANAGER

ROLE DESCRIPTION

REPORTS TO	Director
LOCATION	Fairfield NSW
BASIS OF EMPLOYMENT	22 month contract with option to renew, pending funding
HOURS	Part time, 16 hours / to be delivered flexibly
SALARY	Base salary \$75,004 p.a. pro rata, plus statutory superannuation contributions
CONDITIONS	4 weeks annual leave (pro rata), time off in lieu accrual, flexibility around cultural / religious holidays, professional development and training opportunities
OTHER	Inclusion and diversity policies, workplace flexibility with family-friendly and work from home policies

PYT FAIRFIELD OVERVIEW

PYT's vision asserts and celebrates Australia as a culturally diverse nation.

PYT is the only professional theatre company in Western Sydney focused on the development and engagement of local young and emerging artists as core practice.

PYT has a reputation as a brave and transformative theatre company making urgent work that explores the critical issues of our times. We challenge the conventions of traditional theatre and respond to the needs and aspirations of the next generation of artists. We do this by creating innovative performance and social artistic experiences in theatre spaces and across diverse urban sites of Fairfield, Western Sydney and beyond, and with a key focus on cultural diversity.

PYT has presented work across Australia including at the Sydney Opera House, Sydney Festival, Arts House Melbourne and Adelaide Festival Centre. Our work has garnered high acclaim and has won a HELPMANN Award and nomination, SMAC Award and Australian Dance Award.

ABOUT THE ROLE

The Marketing & Development Manager will grow and diversify PYT's audiences and supporters by developing marketing and branding strategies and campaigns, ensuring high quality output and local, national and international visibility for PYT programs. The Marketing & Development Manager will also assist the Director and Artistic Alliance to develop fundraising strategies and campaigns, with a focus on private giving.

KEY ACCOUNTABILITIES

Marketing and Communications

- Plan, develop, execute, and monitor PYT's marketing campaigns, strategies, and initiatives, including digital marketing, social media, print, e-comms, advertising, cross-promotional and database management

- Develop and implement strategies to:
 - o Grow audiences and supporters for PYT's performances and programs
 - o Grow participation and engagement of young and emerging Western Sydney people and their families
 - o Build the local, national and international profile of the company
- Work in collaboration with project producers to establish short and long lead campaigns, generating copy and content for all platforms, considerate of target audiences
- Maintain and update statistics and database information from all campaigns
- Develop and maintain relationships and partnerships with marketing, media and industry contacts
- Lead the company re-branding project, including new website design and implementation
- Maintain the content for the website, ensuring consistency in company brand and style
- Manage marketing and communications budgets
- Coordinate industry and key stakeholder invitations and RSVPs to major projects
- Engage and supervise publicists on a project-to-project basis
- Engage and supervise graphic designer on a project-to-project basis
- Evaluate the success of campaigns, coordinate audience and artist feedback surveys and report on engagement
- Build awareness of best practices and develop understanding of performing arts marketing
- Ensure high quality output across all channels and platforms
- Be the key contact for online enquiries made through social media accounts

Development

- Assist in the development of a fundraising strategy with diversified and reliable private income sources
- Assist in the preparation of funding applications and pitches, with a focus on private giving
- Manage the annual major fundraiser and its promotion, and implement smaller-scale fundraising initiatives across the year
- Help to research and identify existing and prospective donors and create strategies to foster their interest and engagement
- Manage all foundation, sponsorship and financial or media partnership brand delivery including logo and branding requirements, acknowledgements and other required placements.

PYT Fairfield 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.