



MARKETING MANAGER – POSITION DESCRIPTION

Barking Gecko Theatre

Barking Gecko is a locally cherished, nationally significant company that creates and tours world-class theatre for young people and their families. Our award-winning history of innovation and excellence inspires audiences to imagine the world anew.

JOB TITLE:

Marketing Manager

POSITION:

Fixed Term Contract to 31 December 2023 post satisfactory completion of probation period and with strong possibility of extension.

HOURS:

75 per fortnight. A pro rata equivalent will be looked at for the right candidate.

LOCATION:

Unit 1 28 John Street Northbridge WA 6003, but some travel may be required.

REPORTS TO:

CEO and Executive Producer

SALARY RANGE:

Negotiable depending on experience

ABOUT THE ROLE

The Marketing Manager is an exciting role working to promote a theatre company renowned around Australia and a brand that many families have grown up with. Barking Gecko Theatre is seeking someone who has great digital marketing experience and wants to champion an amazing brand.

Key Roles

- Developing and building on the well-loved Barking Gecko Theatre brand
- Reaching targets for ticket sales for Barking Gecko Theatre productions and programs.
- Managing the marketing component of company's productions, programs and projects.
- Managing the stakeholders in arts to ensure the best audience outcomes.
- Working to ensure the success of company goals.

- Providing marketing expertise to the organisation.
- Collaborating with presenters on marketing.

Key Responsibilities:

- Be the leader in the organisation in marketing with specific focus on digital and electronic channels.
- Assist collaborators to establish, implement and/or measure effective marketing
- Create marketing assets for Barking Gecko Theatre and its productions, programs and projects at times in collaboration with the Executive Producer, Artistic Director and other members of the team.
- Work with the team to ensure stakeholders well informed.
- Prepare marketing plans.
- Communicate and grow the brand to ensure it remains well known and respected.
- Participate in the review of plans and works.
- Keep up to date with issues and trends in marketing.
- Build, develop and manage great relationships with the performing arts industry and in particular presenters and media.
- Monitor performing arts marketing and understand what is happening all level of performing arts marketing.
- Develop projects and ideas as Barking Gecko Theatre requires.
- Build and develop audiences and participants or Barking Gecko Theatre's productions, programs and projects.

Key Selection Criteria

- Demonstrated ability to work at the planning and tactical level.
- Strong marketing skills with a marketing degree or equivalent in industry experience.
- Experience of success in digital marketing and the ability to explain what works and why.
- Excellent oral and written communication skills
- A team player who wants to contribute to Barking Gecko Theatre success.
- A good project manager who can think for themselves and solve problems to get to the desired goals.

Desirable Criteria

- Skills in design solutions such as Canva
- Experience with CRM systems

Other requirements:

- Fully vaccinated for COVID-19
- WA Police Clearance
- Working with Children Check
- WA Driver's License (unrestricted)

Application Process

If you have any questions concerning the role, please contact CEO/EP Ryan Taaffe on 0425 445 986 or ryan.taaffe@barkinggecko.com.au

To apply for the role please provide a detailed up to date CV, including two referees along with a cover letter of no more than 4 pages detailing why you are the right person for the role. Please develop this cover letter using the selection criteria, key roles and key responsibilities as a guide.

Applications must be received by email ryan.taaffe@barkinggecko.com.au by close of business on the 13th of May 2022 with interviews to be scheduled in the week of the 16th of May 2022.

We strongly encourage applications from First Nations people, those who are culturally and linguistically diverse, people of all abilities, and people from LGBTQIA+ communities.