



# C!RCA

WE ARE HIRING

Marketing  
Manager



## CIRCA MARKETING MANAGER ROLE DESCRIPTION

### Want to work at a company where anything is possible?

Circa is one of the world's great performing arts companies. We create performance experiences that defy the norm by constantly asking the question, what is possible in Circus?

Our audiences are everywhere, from Gladstone to Guadalajara, Logan to London.

As Circa's Marketing Manager you will take our message to the world – distilling the mesmerising moments of our performances into campaigns and assets that amaze, inspire and engage.

In 2021, we presented over 250 performances, to more than 85,000 people in five countries. This is a role where you will need to reach and grow audiences in vastly different markets and where each day presents new challenges. At Circa you will be empowered to achieve the impossible as we embark on an exciting period of growth and opportunity.

Bring your strategic thinking, and eye for design, visuals and words to the circus.

### Position Description

Brand & Visibility	Protect and promote an authentic, visible brand across international markets
Show Content	Produce engaging marketing assets to sell Circa shows
Marketing Team	Collaborate with a focused, motivated marketing team to ensure smooth delivery of marketing activity
Sales and Development	Connect our strategy with outcomes and work with our sales and development teams to drive client and partner acquisition and retention

### Selection Criteria

As Circa's Marketing Manager, you are;

1. **A strategic arts marketer and communicator** - with relevant tertiary qualifications and at least five years' experience in a marketing or communications role. You will also have



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excellent verbal and written communication skills, great interpersonal and negotiation skills to maintain relationships with a range of internal and external stakeholders.

2. **An experienced manager and a team player** - you have experience managing teams and suppliers. You lead, motivate and mentor your team to generating great results and deliver business outcomes on time and within budget. You have a demonstrated ability to work in a high energy busy environment, while always remaining committed to achieving high quality, innovative results.

3. **A passionate brand ambassador** - you have experience protecting and promoting brands across a number of markets. Your natural sense of design enables the delivery of highly engaging innovative design, visuals and video that reflect the brand values.

4. **A detailed administrator** - with experience managing budgets, researching and analysing trends and high-level problem solving and planning skills that can be applied across a range of activities. You have excellent attention to detail and knowledge of key marketing programs and platforms.

### Key Details

- Employment Basis: Full time
- The role is based in Brisbane, Australia
- Circa encourages flexible work practices
- Occasional work on weekends and outside hours will be necessary
- Circa is an equal opportunity employer and welcomes all suitable candidates

### To Apply

Please send your CV and a cover letter of no more than two pages responding to the selection criteria to [recruit@circa.org.au](mailto:recruit@circa.org.au) by 5pm Monday 11 July 2022 (AEST).

Please direct any enquiries in the first instance to Courtney Tuttle, Circa's Head of Operations and Administration, on [courtney@circa.org.au](mailto:courtney@circa.org.au)



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### **About Circa**

Since 2004, from its base in Brisbane, Australia, Circa has toured the world - performing in 40+ countries to over 1.5 million people. Circa's works have been greeted with standing ovations, rave reviews and sold-out houses across six continents.

Circa is at the forefront of the new wave of contemporary Australian circus - pioneering how extreme physicality can create powerful and moving performances. It continues to push the boundaries of the art form, blurring the lines between movement, dance, theatre and circus. Compelled by the question 'what is possible in circus?' Circa is leading the way with a diverse range of thrilling creations that 'redraw the limits to which circus can aspire.' (The Age).

Under the direction of circus visionary Yaron Lifschitz, Circa features an ensemble of exceptional, multi-skilled circus artists who have been a regular fixture at leading festivals and venues in New York, London, Berlin and Montreal with seasons at Brooklyn Academy of Music, The Barbican Centre, Les Nuits de Fourvière, Chamäleon Theatre as well as major Australian Festivals.

Circa is committed to fostering the next generation of circus artists and runs public circus classes from its studio in Brisbane. Circa also runs regular circus programs with communities throughout Queensland and around Australia.

As a champion of live performance, Circa was the Creative Lead for the Gold Coast 2018 Commonwealth Games arts and cultural program.

**CIRCA.ORG.AU**