

CIRCA

MARKETING COORDINATOR
RECRUITMENT PACK



Circa Marketing Coordinator

Are you a natural storyteller? Are you full of creative ideas?

Can you bring marketing strategies to life through engaging content?

As Circa's Marketing Coordinator you will be a key member in a small but dynamic team that works across Circa and its business units. The role supports marketing and sales in international, national and regional markets. As an innovative and creative thinker, with strong copy writing ability, content creation and delivery skills, you will help us build Circa's community and find deeper ways to engage with our audiences.

Position description

To drive visibility, engagement and attendance across Circa and its business units you will;

- Implement multi-channel marketing campaigns for Circa initiatives, development and the Training Centre
- Write creative copy for marketing materials, blogs, website, media releases and social media
- Develop assets for Circa productions, enrichment initiatives, training centre, development and fundraising activities and company campaigns – including copy, video content, images, social media assets
- Brief and manage external content creators, including videographers, photographers and graphic designers
- Maintain and monitor Circa and arTour's digital channels – update website, enews, social media as well as external website listings and promotions
- Liaise with Circa and arTour's presenting partners to support the delivery of local marketing campaigns
- Liase with arTour's producing partners to support the development of campaign assets
- Build relationships and secure promotions with arts and circus community and media
- Maintain the Circa and arTour brand across a range of markets and platforms through approvals of content created both internally and externally
- Coordinate project and campaign evaluation – use digital analytics tools to evaluate campaigns and administer and analyse audience and partner surveys
- Desirable but not essential: Create and edit content using adobe creative suite including Indesign, Photoshop, Illustrator and Premiere

To ensure the successful delivery of marketing activities you will;

- Keep track of all marketing activities ensuring deadlines are met and objectives achieved
- Maintain enews subscriber database
- Assist with compilation of regular board reports as directed
- Be an enthusiastic team player and contributor in team planning and brainstorm sessions
- Perform other duties as directed

Selection criteria

As Circa's Marketing Coordinator, you are;

1. **An experienced arts marketer** - with relevant tertiary qualifications in either marketing, communications or similar, and at least two years' experience in a marketing or communications role.
2. **A natural storyteller** - you uncover stories and interesting ways to deliver engaging insights to audiences through a range of platforms and media (digital, social, video, audio, print)
3. **An exceptional communicator** - with excellent copywriting skills and demonstrated ability to tailor messaging to a variety of audiences and mediums
4. **A digital native** - you are across the latest digital marketing channels and trends, and know how to use them to achieve results.
5. **A detailed administrator** - with high level administrative, time management, problem solving and planning skills that can be applied across a range of activities. You have excellent attention to detail and the ability to quickly produce high quality materials that have been rigorously checked for errors and inaccuracies.
6. **A team player** - with demonstrated ability to work in a high energy busy environment, while always remaining committed to achieving high quality, innovative results.

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 above selection criteria to recruit@circa.org.au by midnight Wednesday 31 October 2018 AEST.

Please direct any enquiries in the first instance to Beck Grace, Marketing Manager, Circa on beck@circa.org.au

About Circa

Circa Contemporary Circus is one of the world's leading performance companies. Since 2004, from its base in Brisbane, Australia, Circa has toured the world - performing in 39 countries to over a 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, and 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 a Training Centre 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 manages arTour and was the Creative Lead for the Gold Coast 2018 Commonwealth Games arts and cultural program.

About arTour

arTour is Queensland's centre of contemporary touring knowledge. arTour supports performing artists and producers to tour work through regional Queensland and nationally. arTour also assists Queensland presenters to program performance work for their local audiences.

arTour provides;

- support to broker relationships between producers and presenters
- a curated approach to achieve presenters programming objectives
- advice and support for producers and presenters to access tour funding through the [Playing Queensland Fund](#) and other funding opportunities
- fee for service tour management
- marketing and touring advice and support for producers and presenters