

MARKETING / BOX OFFICE MANAGER

Position Title:	Marketing / Box Office Manager
Salary:	Negotiable (based on experience)
Terms of Contract:	Full-time (38hrs/week Mon-Fri) though weekend and evening hours may be required at times 12 month Contract

Background

The Art House, Wyong Shire Performing Arts and Conference Centre (The Art House) is a performing arts centre. Located in Wyong town centre on the Central Coast, The Art House is a catalyst facility for the region and supports local and touring professional and amateur arts as well as conferences and functions. Its program consists of hires, purchased productions and in-house productions.

The Art House comprises:

- a 500 seat Proscenium Arch Theatre with automated full fly tower
- a flexible Studio Theatre space with a 130 people seating capacity (and the ability to use the space for rehearsals, performance, functions and conferences)
- display foyer with café and bar
- box office
- catering facilities (including a commercial kitchen)
- a meeting room

KEY RESPONSIBILITIES

Coordinate and manage the Promotion and the Box Office of the venue and events both strategically and operationally, positioning the venue as a progressive and dynamic facility that fulfils both the performing arts and cultural aspirations of the region, together with the commercial and business partnerships necessary to achieve the successful and sustainable operation of the venue.

Responsibilities include:-

- To be responsible for the marketing and promotion of the company's activities and set the strategic direction of marketing the company, from Art House Presents to Venue Hire including Events / Performances/ Café / Venue
- Responsible for managing the strategic and daily operations of the Theatre's Box Office

SUPERVISION	
Reporting to	Executive Director
Direct reports	Marketing and Box Office Assistants and Education Coordinator, Casual pool of Box Office employees
ROLE	
	Essential Criteria
	<ul style="list-style-type: none"> • Demonstrated previous experience in a marketing role • Working knowledge of marketing and advertising techniques and dealing with media and publicity agencies • Demonstrated experience in the development and delivery of promotional and marketing campaigns • Strong ability to write copy for a variety of mediums • Experience in e-marketing. • Understanding of ticketing process • Ability to prioritise and organise work to meet tight deadlines while exercising sound judgement. • Ability to manage conflicting priorities within a fast paced, dynamic and changing environment and exercise sound judgement in unique situations. • Strong computer skills including the ability to use computerised box office/CRM systems, Microsoft Office applications and website editing tools • Excellent interpersonal and communication skills including the ability to deal with a wide variety of stakeholders • The ability to work effectively as part of a team <p>Desirable</p> <ul style="list-style-type: none"> • Drivers Licence Class C • Experience in the performing arts and cultural industry sector
QUALIFICATIONS AND EXPERIENCE	
Qualifications	<ul style="list-style-type: none"> • Tertiary qualification within marketing and/or event management or significant relevant industry experience. • Minimum of five years' experience in marketing role

SKILLS AND CAPABILITIES	
Marketing	<ul style="list-style-type: none"> • Manage and develop the strategic planning and corporate direction for marketing, promotions and publicity for both Art House Presents and Venue Hire productions. • Develop and implement specific marketing plans, promotional activities and publicity campaigns for individual productions and seasons within the Performance Ventures. • Prepare marketing briefs and copy for a variety of mediums. E.g., media releases, editorials & social media posts • Manage the placement of all print and electronic advertising to maximize impact and audience attendance • Management and development of the database and mailing list in order to maximize exposure of the venue and generate increased attendance at all productions • Position the venue as a dynamic facility of performing and visual arts, as well as an event and conference centre • Assist the Executive Director in developing and securing sponsorship and business partnership opportunities • Liaison with local media organisations and individual journalists and staff within those organizations, government and business organizations, hirers and patrons. • Manage the membership program • Advanced level and demonstrated experience in using Adobe InDesign for development of print and digital collateral • Actively coordinate and manage marketing activities within a budget that incorporates web services, graphic design, brochures, posters, signage, mail and email, digital media social media, free press and advertising.
Box Office	<ul style="list-style-type: none"> • Responsible for managing the strategic and daily operations of the Theatre's Box Office which involves managing casual staff, rosters, budgets, equipment, systems and procedures, particularly cash handling and reconciliation processes. • Build shows/events on the ticketing system • Maintain the Theatre's website including on-line sales • Manage and develop external ticketing opportunities • Manage the Theatre's information and ticketing systems and the integrity of organisational and customer data in accord with the Venue's privacy policy. • Assist with ticketing for all events sold through the venue including, memberships, off-site events and ticketing agency arrangements. • Liaise with internal and external stakeholders to ensure delivery of their ticketing requirements • Provide ticketing sales reports for marketing analysis and database reports for marketing purposes such as targeted email and mail outs

General/ Administration	<ul style="list-style-type: none"> • Monitor and manage the expenditure of monies allocated to the marketing budget ensuring that these funds are expended in accordance with budget • Working with hirers / clients to ensure marketing requirements are delivered • Develop a patrons / donor program • Develop and maintain networks with business, broadcasters, journalists, press, tourism offices, sponsors, funding bodies, Council and Government. • Provide an experience to patrons, hirers and artists that is engaging, welcoming and inviting, whilst providing superior service in an efficient, friendly and professional manner • Ensure WHS of the venue is adhered to at all times • Other duties as required
Personal Attributes	<ul style="list-style-type: none"> • Possess excellent interpersonal and leadership skills • Highly developed written and verbal communication skills. • Ability to meet strict deadlines while maintaining accuracy. • Ability to independently set priorities, manage time and problem solve • Ability to work effectively both independently and in a team environment.
RELATIONSHIPS	
Key Internal Stakeholders	<ul style="list-style-type: none"> • Board of Management, staff, visiting artists, visiting touring staff, service contractors, suppliers
Key External Stakeholders	<ul style="list-style-type: none"> • Marketing and publicity agencies and designers • Local business and other community organisations • Arts funding bodies, hirers, producers, artists, touring companies, sponsors, press, members, benefactors, parents, industry associations, service organisations and the general public of the Central Coast region.
CONDITIONS OF EMPLOYMENT	
Conditions of Employment	<ul style="list-style-type: none"> • The position is employed under the conditions of the Live Performance Award • The position is subject to the venue operating as a financial going concern which includes funds received through grants which may be subject to performance requirements and conditions • The ordinary hours of work for this position is 38 hours per week • Regular working hours will be when the box office is open (9.45am-5.45pm)

The above position description reflects the essential functions of the position at this time, however this list is not finite and duties may change as required.