

CHUNKY MOVE

POSITION DESCRIPTION

MARKETING & COMMUNICATIONS MANAGER

Chunky Move endeavours to redefine what is or what can be contemporary dance in an ever-evolving Australian culture. Our work is diverse in form and content encompassing productions for the stage, site specific, new-media and installation work.

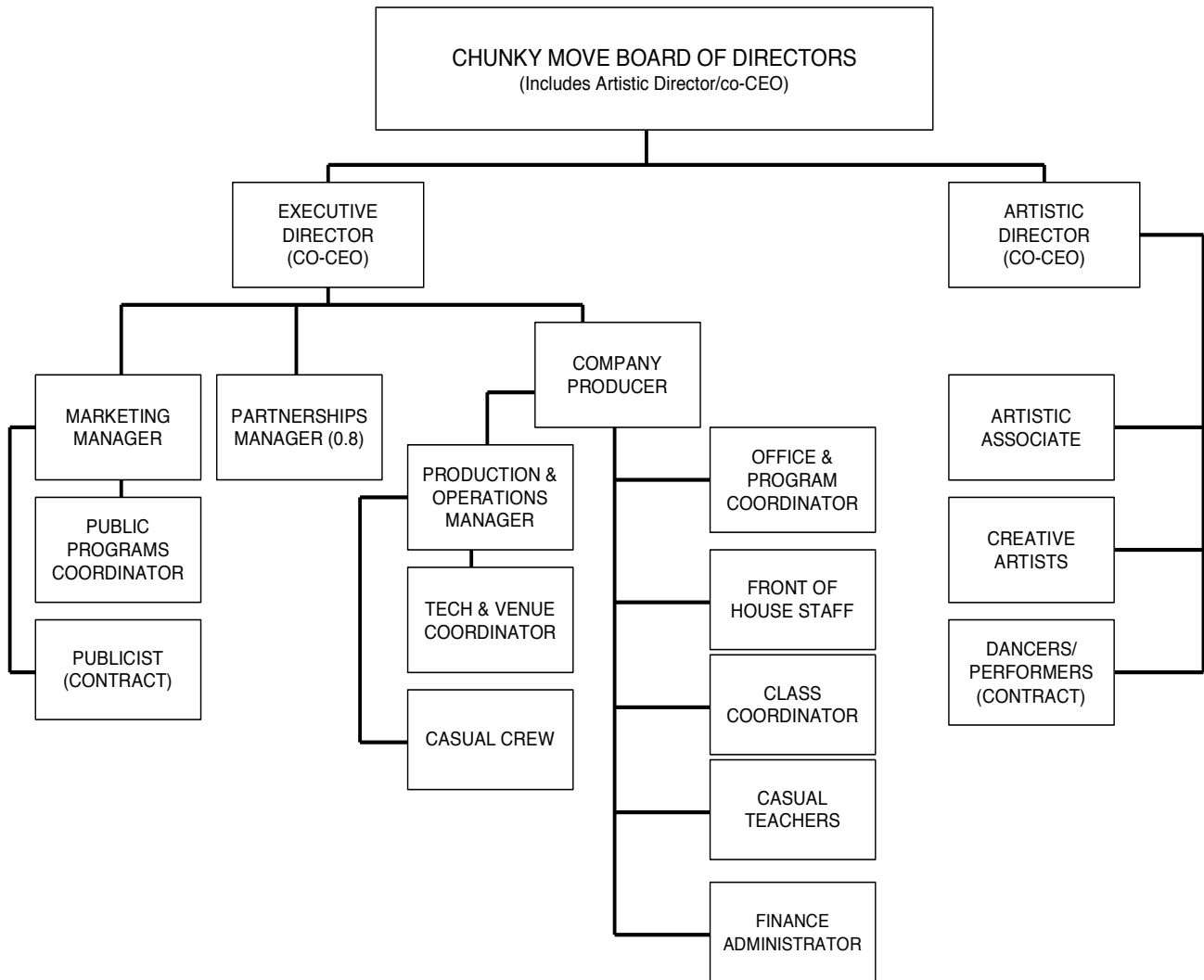
Led by internationally acclaimed Choreographer Anouk van Dijk, the Company's multi-tiered programming initiatives nurture and underpin a strong and vibrant dance culture in our home city of Melbourne and create critically acclaimed and popular productions of scale for presentations nationally and internationally.

Using contemporary Australian culture, social commentary and the tension between community and the individual as its springboard, Chunky Move's artistic vision is driven by an investigation into the multifaceted possibilities of the body; and its relationship to place, context and environment. We are defined by our unpredictability and strive to explore the many possibilities of contemporary dance through cross-genre collaborations and cultural exchange.

Founded by Artistic Director, Gideon Obarzanek in 1995, as the state of Victoria's flagship contemporary dance company, Chunky Move, under Obarzanek's leadership, established itself as one of the country's most innovative, awarded and internationally recognised performing arts companies. Since its inception, Chunky Move has operated under a model of creative porosity – a flow of creative people and ideas moving in and out of the Company – and is therefore, one of the few leading dance company's in Australia not operating under an ensemble model. Chunky Move does not have a full-time ensemble of dancers, but engages a range of creative artists on a contractual basis for every project it produces.

Chunky Move is a not-for-profit company and is supported by the Victorian Government through Creative Victoria and the Commonwealth Government through the Australia Council.

CHUNKY MOVE ORGANISATIONAL CHART



1 July 2017

CONTACT DETAILS:

Chunky Move Ltd
 111 Sturt Street
 Southbank VIC 3006
 Ph: + 61 3 9645 5188
 Email: ben@chunkymove.com.au

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 Website: www.chunkymove.com

Role Purpose of the Marketing & Communications Manager

Position Objectives

The Marketing & Communications Manager is responsible for developing and implementing effective marketing and communications strategies in order to promote Chunky Move's vision in Australia and overseas. This includes the design and implementation of all aspects of the marketing mix, including management of external contractors.

The Marketing & Communications Manager's role is to involve, retain and build Chunky Move's audiences, participants and supporters. This position is part of the management team at Chunky Move and will play an important role in helping to drive the Company's future direction.

The M&C Manager role requires a proactive creative problem-solver with highly developed communication skills, who is a collaborative and positive contributor to the Chunky Move team culture.

Reporting Structure

This role reports directly to the Executive Director and supervises the Public Programs & Communications Coordinator. The M&C Manager works closely with the Partnerships Manager to create a cohesive approach to audience and supporter development.

Working Structure

In undertaking the duties of this position, the M&C Manager will be required to work in direct co-operation with all Chunky Move personnel.

Other Key Relationships:

(Internal) Company Producer, Partnerships Manager

(External) Publicist, media agencies, suppliers and contractors

Accountabilities and Key Duties

Strategy Development

- Develop and implement a strategic marketing and communications plan for the Company's annual performance program including local, national and international tours, and our ongoing public and sector development programs
- Identify future needs, trends and resources for effective marketing of Chunky Move
- Identify, research, and secure new media and marketing partnerships
- Oversee CRM system strategies, developing practices to meet business objectives, increase the audience database and best utilise data

Implementation

- Work with the Executive Director to develop the annual budget for marketing campaigns and ongoing communications and sales forecasts, and take responsibility for achieving agreed targets
- Develop and oversee implementation of print, advertising, brand and audience engagement campaigns on time and on budget
- Create and manage all Chunky Move print and online publications, taking responsibility for maintaining the company's high quality brand identity
- Proactively generate and maintain content across Chunky Move's website and social media platforms including videos
- Copy-write, proof-read and edit publications, advertisements and marketing materials
- Oversee the management and maintenance of the website and other Company collateral, ensuring a consistent application of the Chunky Move brand
- Brief, manage and evaluate the performance of external providers of services including publicity, graphic design, web design and audience research
- Support the work of the Executive Director through producing new sales collateral and production documentation to be used at Arts Markets and partner presentations
- Implement and maintain filing and archiving systems for electronic image and video library
- Undertake other duties as required

Financial Management

- Develop the annual budget for Marketing & Communications department in consultation with the Executive Director
- Manage and provide regular tracking updates on individual campaign and project budgets
- Follow all financial processes within company timeframes and other budget requirements

Research & Reporting

- Build understanding of the Company's supporters, audiences and our positioning in the Australian performing arts
- Maximise the use of the CRM system to build greater understanding of potential partners and audience development
- Prepare reports analysing the outcomes of all marketing campaigns
- Deliver required acquittals to funding bodies and the Board

Team Management and Collaboration

- Manage the performance and work of the Public Programs & Communications Coordinator and ensure that the marketing and direction of the public and sector development programs are aligned with the overall company brand, strategic direction and priorities
- Work collaboratively with all members of the Chunky Move team, artists, contractors and Board members
- Counsel and mentor staff to achieve excellent customer service, and support staff in dealing with difficult and exceptional circumstances

Success in the Role will be measured by evidence of:

- Cutting edge and effective marketing and communication strategies developed and implemented for both brand-focused and production-related campaigns
- Increased audience base with growth in ticket sales
- Increased profile and brand awareness, with clear and consistent messaging across all communication platforms
- Highest level of patron engagement and customer service delivered across the organisation
- Efficient budget management and delivery of activities and campaigns within allocated resources

SPECIAL REQUIREMENTS

This is a full-time position and at times you will be required to work outside of normal business hours to attend Chunky Move events and meet the demands of this role. From time to time, the M&C Manager will act as the Company's representative as required and where appropriate.

Key Selection Criteria

Essential

- A minimum of 3 years demonstrated experience in developing and implementing strategic marketing plans, including audience development strategies, in the performing arts or creative industries
- Demonstrated evidence of creating effective, imaginative social media marketing and communications strategies and marketing campaigns
- Experience in securing and developing corporate and/or media partnerships
- Exceptional communication, organisational and social skills
- Excellent attention to detail
- Strong conceptual, analytical and problem solving skills
- Experience in website content management and use of multimedia tools (e.g. Photoshop, Illustrator, Wordpress)
- Database management experience
- Demonstrated ability to manage demanding workloads and competing priorities with a high level of motivation, initiative and commitment to achieving targets
- Ability and interest in working productively in a small team and demonstrated capacity to lead and develop junior staff

Desirable

- Experience in using Salesforce CRM system

Terms and Conditions

- This position is offered as a two year contract on a full-time basis, with an initial six month probationary period
- Chunky Move employees receive twenty days Annual Leave and ten days Sick/Personal Leave each year
- Flexible working hours are negotiable
- The position is located in Southbank, Melbourne
- Salary \$75,000 per annum plus superannuation

Making an Application

Please forward your application **by 5pm on Wednesday July 26, 2017** including:

- Your CV
- A letter addressing each of the Key Selection Criteria individually, and your reasons for wanting to work with Chunky Move (max 3 pages)
- Contact details for two professional referees

Mark your application CONFIDENTIAL and address to the Executive Director at:

Chunky Move

111 Sturt Street

Southbank VIC 3006

Or email to: ben@chunkymove.com.au

For further information please contact (03) 9645 5188.

CLOSING DATE: 5pm Wednesday JULY 26, 2017