

CHUNKY MOVE

POSITION DESCRIPTION

MARKETING & COMMUNICATIONS COORDINATOR

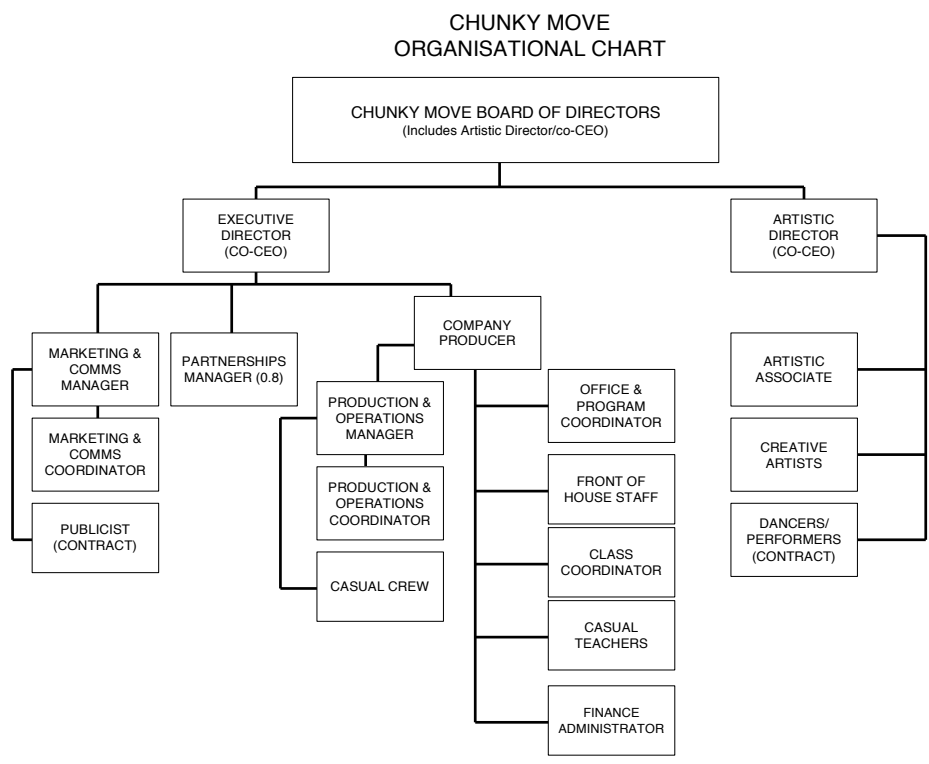
Chunky Move endeavours to redefine what is or what can be contemporary dance in an ever-evolving Australian culture. Our work is diverse in form and content encompassing productions for the stage, site specific, new-media and installation work.

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



1 July 2017

Chunky Move does not have a full-time ensemble of dancers. The Company engages a variety of artists on a contractual basis for each project it produces.

CONTACT DETAILS:

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

The Function of the Marketing & Communications Coordinator

The Marketing & Communications Coordinator works closely with the Marketing & Communications Manager on the development and execution of key marketing strategies for the Company. This role is responsible for driving strategic marketing campaigns for Chunky Move's Public Dance Classes, Education and Community campaigns as well as ancillary campaigns through-out the year. This role will also lead the Company's content strategy, producing engaging content and managing all Chunky Move social media profiles.

The Marketing & Communications Coordinator is a key member of Marketing and Development Department.

Reporting Structure

The Marketing & Communications Coordinator reports directly to the Marketing & Communications Manager, and works closely with the Partnerships Manager and PR Consultant. Together these roles make up the Marketing and Development Department.

Working Structure

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

Key Duties and Responsibilities

Marketing & Communications

- Work with the Marketing & Communications Manager on the implementation of the strategic marketing plan for the Company's annual program including local performances, national and international tours and in-house programs (classes, workshops).
- Copy-write, proofread and edit publications, advertisements and marketing materials.
- Coordinate graphic design, print and distribution requirements, liaising with designers, printers, suppliers under the guidance of the Marketing & Communications Manager.
- Coordinate key promotions with marketing outlets, affiliated organisations and sponsors.
- Prepare and distribute e-Communications including eNewsletters and event invitations.
- Proactively produce and maintain content across Chunky Move's website and social media platforms and video channels.
- Work closely with the PR Consultant to establish strong relationships with local and national media.
- Assist with audience development projects, research and other project as required.

Administration of the Marketing department

- Manage all administrative aspects of the Marketing and Development department, with a particular focus on the Company's database management and reporting.
- Build and maintain positive customer focused relationships with venue hirers, co-producers, artists, stakeholders and patrons.

Event Management

- Manage all ticketing and box office operations for performance seasons, workshops and events under the direction of the Marketing & Communications Manager.
- Coordinate media and VIP functions for Chunky Move, often including speech writing, briefing notes, guest list management as well as catering, signage, entertainment etc. in conjunction with the Marketing & Communications Manager and/or Partnerships Manager.
- Attend Company events and assist with out-of-hours front of house services as required.

Key Selection Criteria

Essential

- Tertiary qualification in marketing, public relations, arts management or equivalent.
- Minimum two-years experience working in a marketing or communications role in the creative sector.
- Exemplary written and verbal communication skills with the ability to communicate ideas succinctly and represent the organisation effectively.
- Proven high level organisational and time management skills and the ability to work under pressure as well as multi-task and manage deadlines.
- Experience in managing website and CRM updates as well as proficiency in Microsoft Office (Word, Excel and Power Point).
- Experience in planning and executing email marketing and content marketing campaigns.
- High levels of motivation, and proven ability to work productively and co-operatively in a small and ambitious team.
- A passion for arts, culture and creativity.

Desirable

- Experience in working with Adobe Photoshop.
- Experience in managing ticketing systems (preferably Eventbrite).
- Experience and exposure with integrated campaigns across all types of communication channels.
- Experience and knowledge of the arts, community and news media landscape both nationally and locally.

Terms & Conditions

- This position is offered on a full-time basis, subject to a 3 month probationary period.
- Chunky Move employees receive four weeks Annual Leave and ten days Sick/Personal Leave each year.
- The position will be located in Southbank, Melbourne.
- Salary \$55,000 p.a plus superannuation

Making an Application

Please forward your application by close of business on, **25 January 2018** including:

- A copy of your resume
- A Cover Letter addressing the Key Selection Criteria
- Contact details for two professional referees

Mark your application CONFIDENTIAL and address to the Marketing & Communications Manager at:

Chunky Move
111 Sturt Street
Southbank VIC 3006

Or email to Ben Ryan at ben@chunkymove.com.au

For further information please contact (03) 9645 5188.