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## DIRECTOR, MARKETING & COMMUNICATIONS

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### About Us

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Melbourne Theatre Company is one of Australia's flagship performing arts companies and has been enriching lives through the storytelling power of the finest theatre for nearly 70 years. MTC produces classic and contemporary Australian and international theatre.

We produce an annual subscription season of up to twelve productions per year plus an extensive Education Program; Women in Theatre Program; First Peoples Young Artist Program, Next Stage Writer's Program; regional, national and international tours; and collaborate with companies and artists from the independent and small-to-medium sector.

We seek to engage all Australians through MTC Digital Theatre, which provides an opportunity to see our productions direct from stage to screen.

### Our Purpose

To share remarkable stories that enable people to better understand the world around them.

### Our Vision

To be recognised as one of the preeminent theatre companies, leading the cultural conversation and chosen as a favourite destination for Australians.

### Our Values

- **Leadership:** We are contemporary leaders in the arts, with a clear vision and viable roadmap for the future. We are part of the cultural conversation, ensuring theatre remains an influential and relevant art form in Australia and internationally.
- **Equity and Inclusion:** We champion equity across our staff, performers and programs. We also represent and reflect diversity of our society and the many stories of our time.
- **Creativity:** We take artistic risks and challenge conventional performance boundaries. We integrate creativity into our daily work, using it to solve business challenges as they arise.
- **Connection:** We grow and connect with our communities by ensuring Melbourne Theatre Company remains relevant. We do this by listening, understanding and evolving to challenge, inspire and entertain.

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### Purpose of the Position

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The Director, Marketing and Communications leads the Marketing and Communications department and is a key member of the Melbourne Theatre Company (MTC) executive management team. This position is charged with developing MTC's market and public position in the arts and entertainment industry to achieve its audience and financial targets.

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### Key Relationships

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The Director, Marketing and Communications reports directly to the Executive Director/Co-CEO and liaises closely with the Artistic Director/Co-CEO. This position is part of MTC's executive management team and works collaboratively at all levels.

The position provides a report to the Board of Management monthly and attends Board meetings as required in an ex officio capacity.

The Marketing and Communication Department consists of:

- Marketing Manager
- Marketing Campaign Manager x 2
- Digital Engagement Manager
- Digital Coordinator
- Lead Graphic Designer and Art Director
- Graphic Designer
- Manager Communications
- Publicist
- Editorial Content Producer

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## Duties & Responsibilities

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Duties and responsibilities include, but are not limited to:

- Develop MTC's comprehensive marketing and communications strategy, with the objectives of increasing both subscription and single ticket sales, and to meet the Company's strategic objectives
- Enhance the MTC brand, ensuring wide recognition of MTC as one of Australia's pre-eminent performing arts companies
- Develop and implement innovative audience development strategies and targeted market segment campaigns with a focus on subscription, single ticket, tourism and digital
- Effectively lead the marketing and communications department, ensuring a well-functioning and effective team
- Oversee marketing and communication department budgets to meet financial targets
- Collaborate with the Artistic Director and Executive Director to lead the development of the Company's marketing and communications material, including the MTC website, publications and season brochure
- Analyse sales trends and patterns to improve marketing and communications strategies and to provide advice to the Artistic Director, Executive Director and other senior managers as required
- Oversee the development of MTC's digital initiatives including website, e-communications and social media. Consult on digital theatre campaigns.
- Work closely with various department heads, including:
  - Head of New Work, Ticketing and CRM Directors, Southbank Theatre Manager and Head of Education & Families to maximise marketing support across the Company;
  - Director People and Culture on developing an internal communications strategy;
  - Director of Development to provide marketing advice and support in order to generate greater income through donations, corporate partnerships and philanthropic initiatives
- Oversee MTC's media plans for each season of productions and key artistic programs

- Develop overarching external communications strategies to meet MTC's strategic public relations goals, key messages and generate best possible profile for the Company
- Identify any crisis management areas and oversee MTC's response to key issues as they arise on all platforms, ensuring all key internal staff are well briefed and on message
- Manage external corporate communications, branding, media buying and advertising consultants and agencies
- Build partnerships with key external stakeholders such as University of Melbourne, Arts Centre Melbourne, Visit Victoria, City of Melbourne, MAP Co and other precinct partners

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## Skills & Attributes

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The key requirements for this role are:

- Tertiary qualifications in marketing, public relations or a relevant discipline
- Extensive marketing or public relations leadership experience
- In depth knowledge of the arts and entertainment industry
- Demonstrated experience in developing, leading and managing successful marketing and communications campaigns
- An excellent communicator with exemplary written and verbal skills
- Ability to coordinate different timelines, expectations and outcomes to achieve public relations and marketing objectives.
- A highly effective leader, proactive and flexible

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## Health & Safety

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All MTC staff are responsible for the following safe work procedures and instructions:

- All employees are to comply with the EHS manual
- Adopt work practices that support Health & Safety programs
- Take reasonable care for the safety of one's own health and safety and that of other people who may be affected by their conduct in the workplace
- Seek guidance for all new or modified work procedures to ensure that any hazardous conditions, near misses and injuries are reported immediately to supervisor
- Must not wilfully place at risk the health or safety of any person in the workplace
- Participate in meetings, training and other environment, health and safety activities
- Must not wilfully or recklessly interfere with or misuse anything provided in the interest of environment health and safety or welfare
- Wear personal protective equipment as provided
- Use equipment in compliance with relevant guidelines, without wilful interference or misuse
- Must cooperate with MTC management in relation to actions taken by MTC to comply with Occupational Health and Safety and Environmental legislation

In addition, all managers/department heads must:

- Be responsible for the day-to-day management of Health and Safety issues
- Ensure adequate consultation with MTC staff and contractors regarding Health and Safety
- Implement MTC's Health & Safety policies and procedures, and the annual Health & Safety scheduled requirements
- Follow all agreed procedures in consultation with staff
- Ensure that all new staff or contractors receive induction Health & Safety training prior to commencing any new work practices or using new equipment
- Participate in regular workplace inspections and ensure that required changes are implemented within the required timeframe
- Maintain appropriate records as required under the University of Melbourne's Safety Mapping program
- Investigate all reported incidents and develop plans to prevent a similar occurrence
- Participate in safety meetings (where applicable) and other safety programs
- Apply appropriate return to work and injury management within their section

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### Access and Inclusion

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MTC is an Equal Opportunity Employer committed to providing a safe working environment. We embrace and value diversity and inclusion in the workplace. Diversity includes all the ways in which employees differ, and the valuable contribution that all of these differences bring to the Company.

MTC encourages applications from Aboriginal and Torres Strait Islander people, people with diverse cultural backgrounds and people with disabilities. It is our policy to consider reasonable adjustments for qualified applicants with disabilities.

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<b>VERSION</b>			
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