

MANAGER, COMMUNICATIONS

Company Profile

Our Vision

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

Our Purpose

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

Our Values

Leadership: We are a contemporary leader in the arts, with a clear vision and viable roadmap for the future. We are a part of the cultural conversation, ensuring theatre remains an influential and relevant artform in Australian and internationally.

Equity and Inclusion: We support and promote equity across our staff, performers and program. We also represent and reflect the 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 (both internal and external) by ensuring Melbourne Theatre Company remains relevant. We do this by listening, understanding and evolving to challenge, inspire and entertain.

Purpose of the Position

The Manager Communications is responsible for developing and delivering best practice internal and external communications strategies that support and promote Melbourne Theatre Company's position in the arts and entertainment industry.

The role closely supports the Director Marketing & Communications and leads the communications unit.

Key Relationships

This position reports to the Director Marketing & Communications and leads the communications team.

The Manager Communications actively engages and delivers services to all Melbourne Theatre Company departments, visiting artists, media and other external stakeholders.

Marketing and Communications Department

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

Duties & Responsibilities

Key accountabilities of this role include but are not limited to:

Strategic Communications

- Develop, lead and implement best practice strategic communications to protect and enhance Melbourne Theatre Company's reputation
- Oversee publicity and communications campaigns for each season of productions, Company initiatives, programs and events
- Oversee owned media strategy (in-house editorial content) and key publications (i.e. show programmes), ensuring quality editorial content and timeliness to meet Melbourne Theatre Company key objectives and audience need
- Effectively lead the communications team, managing the development of direct reports and their overall contribution to the Marketing & Communications department
- Build and maintain strong and enduring relationships with Melbourne Theatre Company's key media contacts ensuring queries are responded to in a timely and helpful way
- Build strong relationships with stakeholders at all levels and act as a confident advisor, providing expert communications advice to the Director Marketing & Communications, senior leadership team and visiting artists.
- Manage Melbourne Theatre Company's corporate communications, corporate publications and messaging (i.e. annual report, pre-show announcement recordings); and support government relations activities as required
- Copy write a variety of Company communications, including ghost-writing speeches, letters and copy for key Company leaders as requested
- Manage and/or oversee opening nights, media launches and special events as they relate to media and public relations including media and VIP invitations, lists and seating plans
- Develop, implement and oversee internal communications strategy in consultation with Artistic Director, Executive Director and Director People and Culture
- Work closely with the People & Culture department to create and maintain excellent internal communications processes

Issues Management

- Proactively identify and pre-empt issues that may impact Melbourne Theatre Company's reputation
- Manage internal and external communications in response to issues or crises, providing key messages, support and advice as required

Administration

- Represent Melbourne Theatre Company at events and/or external engagements
- Manage communications department budgets and prepare accurate reports on a monthly basis or as required
- Manage creation, dissemination and adherence to key communications policies by Melbourne Theatre Company people and stakeholders, such as social media policy, photography and video policies and communication style guides

- Oversee departmental processes including tracking and analysis of media coverage, maintenance of files and photographic archives, provision of key reports to management and the Melbourne Theatre Company Board of Management.
- Undertake specific communications projects and activities as required to support the overall demands of the department

Skills & Attributes

The key requirements for this role are:

- Minimum of 5 years public relations or communications experience
- Tertiary qualifications in communications or a relevant discipline
- Demonstrated experience in developing and managing successful communications campaigns with a proven ability to establish productive relationships with the media
- Demonstrated knowledge of and interest in the arts and entertainment industry
- Excellent verbal, professional writing and editing skills, including an ability to write for multiple audiences in both print and digital environments
- High level of interpersonal and consultation skills with an ability to build strong relationships, manage stakeholders and effectively influence, encourage and communicate
- Experience working in an issues rich environment with an ability to navigate sensitive issues
- Proven ability to manage multiple projects and timelines to deliver impactful communications on time and within budget
- Demonstrated experience as a highly effective manager with a proactive and a flexible working style

Health & Safety

All Melbourne Theatre Company staff are responsible for the following safe work procedures and instructions:

- All employees are to comply with Company policies and procedures
- 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 Company management in relation to actions taken by the Company 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 Melbourne Theatre Company staff and contractors regarding Health and Safety
- Implement Company 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

Access and Inclusion

Melbourne Theatre Company 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.

The Company 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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