

### DIGITAL COORDINATOR

---

|                 |  |
|-----------------|--|
| Terms:          | Full Time, 12-month contract   |
| Team:           | Marketing and Communications   |
| Reporting to:   | Digital Engagement Manager   |
| Direct Reports: | N/A  |
| Location:       | 252 Sturt St, Southbank<br>Southbank Theatre, 140 Southbank Boulevard, Southbank |

---

#### Melbourne Theatre Company

---

##### **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 art form 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.

##### **Our Pledge**

Theatre is for everyone.

Melbourne Theatre Company is committed to sharing stories that reflect the diversity of the human experience.

We believe that producing the highest quality theatre is only possible when all artists – regardless of race, sexuality, faith, ability, age or gender – are given the same opportunities to create and to flourish.

---

## About the Position

---

The Digital Coordinator is responsible for coordinating digital communication including EDM campaigns, social media posts and website updates, along with assisting with delivering Melbourne Theatre Company's digital strategy.

---

## Key Relationships

---

The Digital Coordinator will report to the Digital Engagement Manager but will work with the entire Marketing & Communications Department. Other key relationships are with other departments, stage managers, actors and creative and arts industry stakeholders.

The **Marketing and Communications Department** comprises

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

---

## Accountabilities

---

This position description describes the broad scope of the role and is not an exhaustive list. It may change from time to time with due consultation to meet the changing needs of the business. Duties and responsibilities include, but are not limited to:

### Overarching

- Assist the Digital Engagement Manager in delivering and realising Melbourne Theatre Company's digital strategy and executing digital customer journeys
- Develop and manage the schedule, and coordinate content inclusions, for digital communications (including email and social media), liaising with Marketing & Communications, other departments and external stakeholders (e.g. corporate partners and theatre hirers)
- Provide digital support for other departments as required, including website updates, email delivery, digital content and social media campaigns
- Monitor all discussion about the Company across digital platforms (email, online, social media) and report/respond in collaboration with the Digital Manager
- Work alongside Campaign Managers, Editorial Content Producer and Graphic Designers to create rich and engaging content for digital distribution
- Deliver post-campaign digital reporting, working with the CRM and Ticketing teams to track results and improve outcomes
- Maintain an understanding of the Company brand, tone of voice and best practices for all outgoing communications
- Contribute to the Company's growing digital presence while bringing insights and innovation to the team to build MTC's position as a digital leader

**Email Marketing**

- Create, edit and deploy high quality emails using email platform Wordfly, ensuring best practice and company business rules are met
- Use Melbourne Theatre Company's Ticketing & CRM software, Tessitura, to build and export targeted audience data for email campaigns

**Social Media**

- Work with the Digital Engagement Manager to coordinate and deliver social media campaigns that engage Melbourne Theatre Company's online community, reach new audiences, enhance brand comprehension and drive sales for productions
- Stay up to date with digital trends, industry topics and general online discussion
- Monitor social media throughout the day and after hours (as per set roster) providing excellent customer service

**Website & CRM**

- Ensure Melbourne Theatre Company's website content is up-to-date with proficient use of a content management system
- Work with the Editorial Content Producer to help realise and publish digital content output on the Company website
- Support website development and maintenance, including liaising with other internal departments to action their requests
- Undertake best database practices to ensure ongoing integrity of data

**Administration & Other Duties**

- Work with the Marketing & Communications Coordinator for the digital components of Opening Night administration (e.g. creating Opening Night email campaigns, website updates, Tessitura setup)
- Schedule and oversee foyer screen content and other digital facilitation at Southbank Theatre
- Assist with proofing to ensure all marketing and communication materials are accurate and adhering to billing and contractual obligations
- Contribute to audience development, analysis, research and other marketing and communications projects as directed
- Enhance knowledge and refine database skills using Melbourne Theatre Company's Ticketing & CRM software, Tessitura
- Undertake a variety of general administrative tasks as required

---

**Your Skills & Attributes**

---

The key requirements for this position are:

- Tertiary qualifications in marketing, digital marketing or a related field with minimum one year of digital marketing experience OR equivalent digital marketing industry experience, including managing online communication channels
- A passion for the arts combined with an interest in digital communications and a knowledge of current industry trends and practices
- Strong copywriting, email marketing and social media skills
- Strong organisational skills with the ability to prioritise and keep on top of a wide and varied workload within tight time constraints
- Ability to generate work without direct supervision, show initiative and a 'can do' attitude to tasks - no matter how large or small
- Willingness to learn and work as part of a busy team under pressure, showing flexibility to take feedback and change direction with confidence
- Willingness to work nights and weekends as necessary
- Excellent written and verbal communication skills with a sharp eye for detail
- Ability to work with all stakeholders respectfully and with ease
- High level of computer, analytics and database literacy – including Microsoft Office, Tesseract, Google Analytics, website content management and email marketing services (training will be provided if required)
- A working knowledge of WordFly is highly desirable

Other requirements:

- To be eligible to apply for this position you must be an Australian or New Zealand citizen, permanent resident or hold a valid work permit or visa. It is a requirement that employees reside in Victoria, and can attend work onsite.

---

## Health & Safety

---

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

- All staff are required 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 a manager
- 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 management in relation to actions taken by the Company to comply with Occupational Health and Safety and Environmental legislation

---

## 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 employment and program 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.

The Company recognises our people work differing positions, days and hours of work, and from different locations. Requests for an individual flexible working arrangement are considered with regard to employee circumstances, business requirements and the National Employment Standards.

---

| Version Control |                              |                   |                 |
|-----------------|------------------------------|-------------------|-----------------|
| Department      | Marketing and Communications | Approved by:      | Jane Sutherland |
| Author:         | Digital Engagement Manager   | Approved Date:    | July 2024       |
| File Name:      | Digital Coordinator PD 2024  | Effective Date:   | July 2024       |
| Status:         | Final                        | Next Review Date: | July 2025       |