

MARKETING AND COMMUNICATIONS DIRECTOR

Position Description



Circus Oz has a small, multi-skilled administration team and the applicant will need to have the following skills and qualities:

- Relevant industry experience in marketing with a focus on ticket sales and branding
- Experience in managing budgets
- Ability to supervise staff
- High level of organisational skill
- Excellent interpersonal skills
- Excellent problem solving abilities
- Capacity to be flexible and undertake the range of duties efficiently in a variety of contexts
- Excellent written and verbal communications
- Knowledge of Client Relationship Management systems
- An understanding of merchandising
- Ability to work well as a part of a team with minimal supervision
- Resilience and energy
- Computer literacy and experience (Apple Computers)
- Flexibility in working hours

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Specific responsibilities: branding and marketing strategy

- In consultation with the General Manager and where appropriate the Artistic Director develop overall branding and marketing strategy.
- Implement Circus Oz style guide.
- Custodianship of the Circus Oz brand, including values, proposition, essence etc to ensure that all stakeholder interactions build value in the Circus Oz brand.
- Competitor and market environment analysis and development of appropriate response strategies.

Specific responsibilities: self-entrepreneuried seasons

- In consultation with the General Manager and where appropriate the Artistic Director develop all aspects of an appropriate and affective marketing approach for self presented seasons including:
 - Marketing;
 - Advertising;
 - Publicity;
 - Partnerships.

- Manage all aspects of the implementation of this marketing approach.

As part of the above:

- Plan and implement research and analysis to establish:
 - appropriate ticket pricing;
 - appropriate and cost-effective use of advertising and promotion.
- Plan and implement a merchandising plan.
- Produce post analysis reports.
- Work with the General Manager and Operations to design the most effective season structure, including staffing and facilities.
- Develop and follow budgets for all the above.

Specific responsibilities: other

- Effectively manage direct report(s).
- Work with the Director International Market Development to support the marketing efforts of international presenters.
- Work with the Director of Programming to support the marketing efforts of regional presenters.
- Ensure that marketing materials for international and regional seasons are developed in line with overall marketing strategy.
- Develop marketing materials for public and corporate classes, in consultation with staff involved in managing classes.
- Develop marketing approach and materials as required for corporate and community activities, including philanthropy, sponsorship, partnerships, and corporate entertainment packages.
- Investigate and plan broader merchandising strategy.
- Investigate and manage opportunities to sell shows and/or seats to corporate clients and charities for fundraising.

Shared responsibilities

- Support staff in the International area in developing marketing materials and presentational materials consistent with the Circus Oz style.

- Support all staff in developing relations with corporate, presenters, etc through attendance at meetings, development of materials.
- In collaboration with the Digital Marketing Manager design, implement and manage on-line marketing strategy.
- In collaboration with the Director of Special Projects develop a plan for Philanthropic opportunities with support of Board.

Measures of success

- Ticket sales for self-entrepreneuried seasons.
- Contribution from self-entrepreneuried seasons.
- Overall organisational financial performance.
- Improvements in brand salience and preference (metrics to be determined).
- Securing media partnerships (including TV, press and online).
- Staff feedback.

Finance

Develop budgets and ensure that they are not exceeded, and where possible, negotiate for vendors to work on a pro bono basis.

Other

- Participate in Finance Committee meetings as a senior member of the administration team.
- Prepare a short report for each Board Meeting to keep board members up-to-date in relation to developments with areas of responsibility.
- Conduct your work in a manner that is respectful to others and will enhance the reputation of Circus Oz.
- Other duties as directed by the General Manager.

Direct Reports

Digital Marketing Manager – Robyn McGregor.

Marketing and Communications Coordinator – Clare McKenzie.

Date created: July 2010