

# SYDNEY DANCE COMPANY

January 2024

**Job title:** Marketing and Communications Coordinator  
**Contract:** Full time  
**Reporting to:** Marketing Manager

## **ABOUT SYDNEY DANCE COMPANY**

Sydney Dance Company is Australia's leading contemporary dance company located in the Walsh Bay Arts Precinct. Led by Artistic Director Rafael Bonachela, our full-time company of 17 dancers is one of the world's strongest forces in contemporary dance.

Sydney Dance Company performs regularly in Sydney, Canberra and Melbourne and undertakes extensive national and international touring.

The company has a broad community beyond the practice and performance of our dancers. We believe in the universality of dance, with the largest public dance class program in Australia, both in-studio and on-demand. We attract thousands of attendances a year where people can connect with the creativity that lives within all of us.

Our nation-wide education program offers inspiring dance engagement opportunities through specialist workshops and schools performances targeting primary and secondary students. Our Advanced Training programs deliver career-focused study for pre-professional dancers, professional dancers and university graduates.

## **POSITION PURPOSE**

The Sydney Dance Company marketing department is a dynamic, collaborative, fast-paced team and this position is one of two Marketing and Communications Coordinators within the department. These valued roles are critical to effectively support the creative, productive output of this high-functioning team.

The primary responsibilities of this role support a wide range of marketing and publicity activities, working both with the marketing team and across broader organisational departments. They include general administrative support, content creation for digital marketing channels, social media and EDM development and delivery, support for publicity events and opportunities, brand management and promotional campaign support.

## **REPORTING / WORKING RELATIONSHIPS**

The Marketing and Communications Coordinators work closely together, reporting directly to the Marketing Manager with important collaboration and support to the Head of Media Communications. Supporting the delivery of wider program and seasonal campaigns and activities, the role requires strong and clear communication and collaboration with the Classes, Training and Education, Philanthropy, Venues, Programming and Artistic teams.

## **KEY ACCOUNTABILITIES**

### **Brand**

- Support the equity of the Sydney Dance Company brand, ensuring all applications of the brand and audience touch points represent the company's values, competitive position and personality.

### **Promotional campaigns**

- Working closely with the Artistic team, under the direction of the Marketing Manager and/or Director Market Development, to support the effective delivery of engaging campaigns that connect with existing audiences and build broader new audiences.
- Under the direction of the Marketing Manager, support the development and delivery of promotional campaigns and activities, including asset creation, copywriting, cross-promotion and partner liaison.

### **Publicity**

- Working closely with the Head of Media Communications to support any media requests or opportunities.
- Assist with Classes, Training and Performance seasons publicity campaigns, as required.

### **Digital marketing**

- Support the delivery of digital marketing strategies, through the development of unique and compelling content (written, stills and video), social media post creation, community management and reporting.
- Assist the promotion of wider campaign awareness and engagement through creation of regular eDM communications to our target audiences.
- Provide assistance with reviewing website content and updating company and program information as required.

### **Content creation**

- Assist with the planning and implementation of photographic and video shoots to support wider marketing activities.
- Work with the Artistic, Classes and Training teams to capture and edit unique rehearsal, behind-the-scenes and creative content for sharing with key stakeholders and through owned (organic) digital channels.

### **Regional and international touring**

- Liaise with and provide marketing support to touring partners to assist with effective promotion of our touring shows, ensuring appropriate application of our brand and seasonal assets, driving broader audience engagement and championing the Sydney Dance Company brand.

**Other**

- Liaison with suite of external marketing suppliers, including designers, media buyers, photographers and videographer, digital specialists, print and signage suppliers.
- General support in the delivery of key campaign and program media, stakeholder, partner or other events.
- Provide administrative support to the Marketing and Communications teams in support of Sydney Dance Company's goals and audience and revenue development targets.
- Other tasks as reasonably required.

**SELECTION CRITERIA****Essential**

- Tertiary qualifications in marketing, communications, visual communications or other similar fields.
- Minimum two years' experience working in a marketing or similar role, focused on developing and supporting audience engagement and growth, with proven experience working in digital marketing.
- Sound working knowledge of key marketing and promotional strategies and activities.
- Experience with copywriting and proof-reading.
- Content creation skills – both filming (on an iPhone is sufficient) and editing (any video software)
- Excellent organisational skills, with the ability to juggle multiple tasks simultaneously and prioritise activities to reach agreed deadlines and deliverables.
- Strong written and verbal communication skills with a keen eye for detail.
- Self-motivated with the ability to work autonomously, while also contributing to the productive creativity and responsibilities of a tight knit team.
- A passion for the arts and/or cultural sector .
- Alignment with Sydney Dance Company's organisational values and policies.

**Desired**

- Demonstrated digital marketing experience, with working knowledge of website CRM Wordpress (or similar), eDM platform Wordfly (or similar), and social media platforms including Instagram, Facebook, TikTok and YouTube.
- Social media expertise in content creation, development, scheduling, community management and reporting – organic and paid.
- Basic skills and knowledge of the Adobe Creative Cloud Suite (Photoshop, Illustrator, Premiere Pro).
- Understanding of Google analytics, reporting, SEO and SEM, keywords and development of database management.

## TERMS AND CONDITIONS

This role is a full-time role

- Salary up to \$60,000 plus superannuation dependent on skills and experience.
- Three-month probation period.
- The usual hours of work are 38h/week, within the core operating hours of 9.00am – 5.30pm Monday to Friday. However, the requirements of this position require a degree of flexibility. Some additional or outside-of-usual-hours work is required for events and to meet our changing business needs and the demands of your role.
- Four (4) weeks annual leave.
- Working from home is managed in accordance with Sydney Dance Company policy, noting the in-person nature of most Sydney Dance Company activities and a highly collaborative organisational culture.
- Must have a current NSW Working with Children check prior to employment.

The position is based at Sydney Dance Company, on the land and over the saltwater of the Gadigal at the Walsh Bay Arts Precinct, Wharf 4/5, 15 Hickson Road, Dawes Point, NSW.

- Sydney Dance Company is an accessible venue.
- Some travel outside Sydney may be required.

## APPLICATION PROCESS

**Please forward your application by email to**

Natalie Zagaglia (she/her)

Marketing Manager | Sydney Dance Company

[nataliez@sydneydancecompany.com](mailto:nataliez@sydneydancecompany.com)

Your application should include:

1. Your resume (maximum three pages)
2. A one-page cover letter outlining why you would be a fabulous new addition to the marketing team and how your skills and experience will meet the requirements of this role.

Applications close **Sunday 4 February, 11.59pm AEDT.**

You must have the right to live and work in Australia to apply for this role.

***Sydney Dance Company encourages applications from Aboriginal and Torres Strait Islander people, people with a disability, mature age workers, people from diverse cultural and linguistic backgrounds and lesbian, gay, bisexual, transgender, intersex and queer (LGBTQI+) people.***

If you need any specific support to complete the application process, please contact

Amy Burrows (she/her)

Executive Assistant | Sydney Dance Company

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