

SYDNEY DANCE COMPANY

JOB TITLE: DIGITAL MARKETING COORDINATOR
Contract: Full time
Reporting to: Marketing Manager
Date: November 2024

ABOUT SYDNEY DANCE COMPANY

Sydney Dance Company – a legendary force in contemporary dance – celebrated its 50th anniversary in 2019. Since 1986 the Company has been a resident of the purpose-built studios at The Wharf in Sydney's Walsh Bay Arts Precinct, on the land and over the saltwater of Gadigal Country.

Dance changes people. It's more than simply witnessing something beautiful or engaging with culture. To experience dance is to be positively altered. In performances at venues ranging from The Joyce Theater in New York to the Shanghai Grand Theatre, the Théâtre National de Chaillot in Paris and at home at the Roslyn Packer Theatre and Sydney Opera House, Sydney Dance Company has proved that there are no passive observers in a contemporary dance audience.

The reward of transforming audiences, and the raw pride of sharing Australian art with the world, has driven our ensemble of 17 dancers, led by Artistic Director Rafael Bonachela, to become one of the world's strongest forces in contemporary dance.

Alongside Bonachela's original works, our programs have featured guest choreographers such as Melanie Lane, William Forsythe, Antony Hamilton, Gabrielle Nankivell, Stephanie Lake, Alexander Ekman, Marina Mascarell and Cheng Tsung Lung, collaborations with Sydney Festival, Australian String Quartet, Australian Chamber Orchestra, Sydney Symphony Orchestra, Sydney Conservatorium of Music's Composing Women, composers Bryce Dessner, Nick Wales and the late Ezio Bosso, visual artists Lauren Brincat and Leah Giblin, and fashion designers Bianca Spender, Akira Isogawa and Romance Was Born.

We are also no longer solely a professional dance company, with a broad community beyond the practice and performance of our Company dancers.

We support a diverse range of other dance makers and creatives through the many branches of our company, expanding the creative practice and opportunities for our artform and its artists. The future faces of Australian contemporary dance work alongside our ensemble, develop their practice, and inspire the next generation through engagement with our pre-professional students. Independent voices are offered curated opportunities to amplify and showcase their work in our home at Walsh Bay Arts Precinct, alongside supported space and time to explore, create, develop and rehearse.

We have extended and broadened our education, outreach, and training activities to become a gateway for people to participate in dance at all levels, all helping to expand the Company's reach. We believe in the universality of dance, and, with over 80,000 attendances annually, we have the largest public dance class program in Australia, ensuring that each and every one of us can connect with the grace, strength and creativity of dance. Our nationwide education program offers multiple opportunities for primary and secondary students through to career focused study for Pre- Professional Year dancers and university graduates.

POSITION PURPOSE

The Sydney Dance Company marketing department is a dynamic, collaborative, fast-paced team and this position is one a critical part of the Marketing team, working across multiple campaigns and digital channels to support the implementation of integrated communications and promotional campaigns to our audiences. This valued role is 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 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, key updates to the website, analysis and reporting of digital promotional performance, brand management and promotional campaign support.

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, Classes and Training teams, 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, digital content creation, cross-promotion and partner liaison.

Digital marketing

- Support the delivery of integrated, multi-channel digital promotions to drive broader campaign objectives.
- Assist with targeted audience communications and engagement through creation of regular eDMs, writing, creating and delivering through Wordfly, optimising delivery and A/B testing, where appropriate
- Maintain the Company website content and program information as required, while working with our external digital agency to ensure best practice across SEO, SEM, UX, web performance and analysis.
- Coordination of digital asset development for distribution through multi-channel paid campaigns
- Create, integrate and maintain key digital marketing performance reports through Google Analytics 4, web, eDM and social media reporting, providing insights on key trends, audience behaviour or promotional activities.

Content creation

- 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 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.

Publicity

- Assist with Classes, Training and Performance seasons publicity campaigns or opportunities, as required.

Other

- Liaison with suite of external marketing suppliers, including designers, media buyers, photographers and videographers, 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.

KEY WORKING RELATIONSHIPS

The Digital Marketing Coordinator works closely with the Marketing and Communications Coordinators, reporting directly to the Marketing Manager with important collaboration and support to the Director Market Development. 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.

SELECTION CRITERIA

Skills and Experience

- Tertiary qualifications in marketing, digital marketing, communications, or other similar fields.
- Minimum three years' experience in a digital marketing or similar role, working across varied campaigns and programs, developing and supporting audience engagement and growth.
- Excellent digital marketing skills with strong experience across eDM development, social media, website and paid digital marketing.
- Sound working knowledge of key marketing and promotional strategies and activities.
- Content creation skills – both filming (on an iPhone is sufficient) and editing (any video software)
- Understanding of Google Analytics (4), reporting, SEO and SEM, Google Ads and Tag Manager, keywords and

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development of database management.

- Strong written and verbal communication skills with a keen eye for detail.
- Basic skills and knowledge of the Adobe Creative Cloud Suite (Photoshop, Illustrator, Premiere Pro).
- Working knowledge of a Customer Relationship Management system, such as Tessitura

Personal Competencies

- Excellent organisational skills, with the ability to juggle multiple tasks simultaneously and prioritise activities to reach agreed deadlines and deliverables.
- Self-motivated with the ability to work autonomously, while also contributing to the productive creativity and responsibilities of a tight knit team.
- Alignment with Sydney Dance Company's organisational values and policies.
- A passion for the arts and/or cultural sector.

TERMS AND CONDITIONS

This role is a full-time role

- Salary 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, performances, touring and associated digital marketing support, to meet our responsive 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

Olivia Blackburn

Director Market Development | Sydney Dance Company

oliviab@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 8 December, 11.59pm AEDT.**

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

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

Amy Burrows (she/her)

Executive Assistant | Sydney Dance Company

executiveassistant@sydneydancecompany.com or +61 2 9258 4809

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.