

SYDNEY DANCE COMPANY

POSITION DESCRIPTION

JOB TITLE: **MARKETING MANAGER**
Contract: Full time
Reporting to: Director Market Development
Date: April 2025

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. This position plays a vital role in fostering the team's excellence and accountability, supporting the delivery of integrated promotional campaigns across multiple areas of the business. This valued role helps drive the creative and productive output of this high-functioning department, ensuring campaigns are delivered on time with impact.

The Marketing Manager leads the marketing team members, guiding them through their various tasks and responsibilities across performances, touring, our extensive open classes program, advanced training, education, touring and other brand, digital and campaign activities.

The Marketing Manager works directly with the Director Market Development, ensuring all tasks and activities are implemented in creative, collaborative and effective ways, managing budgets, timelines and stakeholder expectations. Central to this role is strong cross department communication and collaboration to successfully devise and execute the Company's broader marketing requirements.

It is a broad and exciting role, that requires the ability to work autonomously and closely with team members, maintaining positive relationships with a wide range of internal and external stakeholders. The role demands a high attention to detail across projects within a fast-paced, deadline driven workplace. Excellent organisational skills are fundamental, with the ability to respond to requests swiftly and with flexibility.

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.

Marketing Campaigns

- Work with the Director Market Development to plan and execute the annual program of marketing activities across key business units, ensuring adequate resources, balance of workflow, and effective timelines to deliver to organisational objectives.
- Support the development of marketing strategies, ensuring strong competitive positioning, key messaging, target audience identification and engagement, integrated channel activation, budgets and timelines.
- Manage the development, resourcing, coordination and implementation of marketing campaigns across all key business areas of Sydney Dance Company, including performances, touring, classes, education, advanced training, and venue hire.
- Oversee campaign budgets and invoicing with accuracy and timeliness, supporting the Director Market Development with annual budgeting processes and reforecasting.
- Effectively brief and coordinate external suppliers in the development of campaign collateral, ensuring strong creative relationships that contribute to overall brand and campaign equity, positively contributing to the work processes and delivery of the marketing team, including designers, photographers, videographers, digital teams and media buyers.
- Oversee the development of campaign reports, analysing data and results to improve marketing initiatives and build robust audience segments.
- Proof and review all marketing campaign content, ensuring adherence to Sydney Dance Company brand guidelines and key messages.
- Annually update Performance Programs and Presenter Marketing Kits/Snapshots for national and international touring, coordinating with the Programming team to ensure marketing support is provided for touring purposes.

Digital Marketing

- Support the delivery of integrated, multi-channel digital promotions to drive broader campaign reach, engagement and investment.
- Manage the scheduling and workflow of targeted audience communications and engagement through our owned digital channels, including eDMs, social media and the website.
- Collaborate with team members to manage the daily scheduling of key social media content through our performances, training and classes channels to engage audiences, driving key organisational objectives.
- Working with the Digital Marketing Specialist, ensure the Company website is current and accurate, with the ability to update content through the CMS and liaise with external suppliers on technical updates, ensuring positive UX, SEO and digital reporting.
- Manage and report on essential digital ROI through pixel implementation and integration from our digital promotions through to Tessitura, working closely with the Digital Marketing Specialist.
- Coordination of digital asset development for distribution through multi-channel paid campaigns.

Relationship Management

- Collaborate with the Ticketing, Classes, Advanced Training, Education, Programming, Philanthropy, Artistic and Finance teams on a regular basis, fostering open communication, trust, respect and collaboration, in line with Sydney Dance Company values.
- Lead members of the marketing team in the smooth and timely delivery of promotional campaigns and activities, assisting with the management of key priorities, creative and technical direction, proofing material, and professional development and training within the organisation.
- Manage the effective and timely delivery of marketing campaigns and activities with key external stakeholders and suppliers, such as designers, photographers, videographers, printers, digital agencies, media buyers and touring presenters.

Other

- Assist with the planning and implementation of photographic and video shoots to support wider marketing activities.
- General support in the delivery of ad hoc campaigns, programs or events for various stakeholders and corporate partners.
- Provide administrative support to the wider marketing team in support of Sydney Dance Company's goals, as well as audience and revenue development targets.
- Other tasks as reasonably required.

REPORTING / WORKING RELATIONSHIPS

The Marketing Manager sits within Sydney Dance Company's Market Development team and reports directly to the Director Market Development. The role works closely with all teams within the Company, including the Executive team.

Two members of the marketing team, a Marketing and Communications Coordinator and the Digital Marketing Specialist, report to the Marketing Manager to support the development, coordination, delivery and reporting of various promotional campaigns and activities.

SELECTION CRITERIA

Skills and Experience

- Tertiary qualifications in marketing, digital marketing, communications, or other similar fields.
- Minimum three years' experience in a marketing or similar role, working across varied campaigns and programs, developing and supporting audience engagement and growth.
- Sound working knowledge of key marketing and promotional strategies and activities.
- Excellent digital marketing skills with strong experience across EDM development, social media, website and paid digital marketing.
- Content creation skills – both filming (on an iPhone is sufficient) and editing (any video software).
- Foundational understanding of Google Analytics (GA4), reporting, SEO and SEM, Google Ads and Tag Manager, keywords and 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 is useful but not essential).

Personal Competencies

- Excellent organisational skills, with the ability to juggle multiple tasks simultaneously and prioritise activities to reach agreed deadlines and deliverables.
- A cool head able to work under pressure with a calm, collaborative, solutions focused mindset, lifting the team with enthusiasm and passion for our work.
- 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 (including evenings, weekends, or work around different time zones) 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 **11.59pm, Sunday 27 April, 2025**

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.