



Position Description: *Marketing Coordinator*

CORE DUTIES

1. Marketing Coordination
2. Publication Sales
3. Education Program/Market Coordination
4. Digital Coordination
5. Increase Playlab Theatre's profile

Duty 1: Marketing Coordination

- Liaise with media.
- Create press releases and marketing collateral.
- Maintain, expand and segment customer/audience databases.
- Create and distribute EDM.
- Manage Playlab Theatre's social media output and accounts.
- Work with partner organisations and contractors to create marketing content.
- Carry out updates of content on Playlab Theatre's website when required.
- Capture and process feedback, reviews etc,

Duty 2: Publication Sales

- Develop and implement sales strategies in partnership with the AD/CEO and the Publication and Sales Coordinator.
- Update Curriculum reading lists in partnership with the Publication and Sales Coordinator.
- Support the creation and sales of publications.

Duty 3: Education Program/Marketing Coordination

- Liaise with schools and teachers about publications, productions and workshops.
- Support the creation and implementation of Playlab Theatre's education program.
- Monitor changes to drama curriculums around the country.
- Organise and distribute Education notes and other collateral to teachers.

Duty 4: Digital Coordination

- Organise updates and repairs of digital infrastructure.
- Maintain digital subscriptions in consultation with relevant staff.
- Capture and process website/digital analytics.

Duty 5: Industry Profile

- Personally promote Playlab Theatre as a leading voice for new writing in the Australian theatre.
- Attend industry events as a representative of Playlab Theatre where relevant and necessary (for example opening nights, forums, conferences, workshops).
- Work closely with other theatre organisations and maintain partnerships that enhance Playlab Theatre's profile and expand the organisation's reach.