

**GRIFFIN THEATRE COMPANY**

**INFORMATION FOR CANDIDATES: COMMUNICATIONS COORDINATOR**



## **POSITION BRIEF – COMMUNICATIONS COORDINATOR**

### **OUR MISSION**

To lead the country in the production of the best new Australian plays.

### **OUR VISION**

Griffin Theatre Company is the only company in Australia dedicated to the production of new Australian plays. We make theatre about now. We believe there is no more important theatre in the country.

Griffin is recognised as essential in the national theatre ecology. Every Australian story delivered on the Griffin stage builds the confidence of playwrights and audiences in the vital experience it is to have a story told to us, about us, about ideas that matter deeply to us today. We have always been, and will always be, the centre of Australian playwriting: an advocate for writers, and a beacon of excellence in the creation of extraordinary theatre.

### **COMPANY BACKGROUND**

Formed in 1978 by a group of NIDA graduates, Griffin has been shaping the future of Australian theatre for over 35 years, remaining at the forefront of Australian playwriting, and continuing to provide Australia's most promising artists a place to dream, explore and create.

Griffin's home venue, the SBW Stables Theatre, has an outstanding reputation as one of the great birthplaces of contemporary Australian theatre and as Sydney's most intimate professional stage.

Griffin has always been a place of good beginnings. Many artists who began professional careers at Griffin now contribute significantly to the Australian and international theatre, film and television industries.

The list of landmark Australian stories first staged at Griffin is equally impressive. The acclaimed films *Lantana* and *The Boys* began life as plays first produced by Griffin, as did the hit TV series *Heartbreak High*. Many other plays premiered by Griffin are produced regularly throughout Australia and internationally, including Australia's most widely produced play, Michael Gow's *Away*, and Tommy Murphy's  *Holding the Man*.

More recently, Griffin's productions have reached wider audiences through co-productions and national tours. Under the artistic direction of Lee Lewis, Griffin is exploring the diverse range of voices that will create the relevant and engaging work our audiences demand.

It's an exciting time for Griffin, and an excellent opportunity to join a dynamic team dedicated to shaping the future of Australian theatre.

## **POSITION DESCRIPTION – COMMUNICATIONS COORDINATOR**

<b>Position:</b>	Communications Coordinator
<b>Basis of Employment:</b>	Part-time, 2 days per week
<b>Reports to:</b>	Associate Producer, Marketing
<b>Salary:</b>	\$60K (pro rata, plus super)

### **POSITION PURPOSE**

An opportunity has arisen to join the team at Griffin Theatre Company. We are looking for a motivated and enthusiastic Communications Coordinator to work in the marketing team to produce and coordinate content for Griffin's digital and social media platforms as well as written publications. The successful candidate will be skilled, organised, have a positive attitude and a passion for the arts industry.

### **KEY TASKS & RESPONSIBILITIES**

#### **Produce Digital and Social Media (DSM) content**

- Produce new DSM content, managing timelines for all activities, including videos, podcasts, blog posts, EDMs, imagery, podcasts etc.
- Collaborate with the Griffin team in the development and implementation of Griffin's DSM content
- Work to grow our online community and traffic to our website and other digital channels
- Remain abreast of trends in DSM platforms, and initiatives within the arts and other sectors
- Implement, monitor and report on DSM activity
- Manage electronic direct marketing (EDMs), including a fortnightly newsletter
- Ensure optimal DSM content performance, managing messaging, keywords and advertising spend where appropriate

#### **Manage online reputation for brand awareness and audience development**

- Assist with maintaining the accuracy and currency of the Company's website
- Assist in the ongoing maintenance of Griffin's online presence across DSM platforms
- Ensure that any information disseminated online is accurate, current and on-brand
- Assist the marketing team with moderating the Griffin communities on Twitter, Facebook, Instagram, YouTube, and social media channels
- Moderate comments on the Griffin blog and participate in blog discussions

#### **Leverage relationships to expand our networks and share resources**

- Establish reciprocal relationships for the sharing of information and DSM content with third party networks
- Leverage third party networks to build our online community
- Forge relationships with bloggers and social media influencers

#### **Measure and report on digital and social media activity**

- Utilise analytical software to measure the effectiveness of campaigns
- Analyse and report on user activity data to demonstrate effectiveness of campaigns or strategies

#### **Assist with the production of content and copy for Griffin publications**

- Coordinate and edit content required for Griffin show programs
- Assist with copywriting for various Griffin publications including the Season Brochure

#### **Other tasks/duties as directed from time to time**

## **SELECTION CRITERIA**

Candidates are expected to address their experience in the following areas as part of their submission:

### Essential

- Exceptional writing and communication skills and the ability to liaise with a wide variety of stakeholders
- Strong organisational skills, attention to detail and project management skills
- Ability to create, compose, and edit both written and electronic materials
- Proficiency in Microsoft Word and Excel, computer savvy and the ability to learn new programs and platforms
- Knowledge of and experience using Wordpress CMS (or similar) and familiarity with HTML
- Video production and editing skills
- Knowledge and experience working with social media platforms
- An ability to work autonomously, and to multitask to deliver competing priorities
- Willingness to take direction and work as part of a team
- A passion for the performing arts and ability to think creatively

### Desirable

- 1 – 2 years' experience in a similar role
- An undergraduate degree in marketing, communications, arts or social science
- Experience using an email service such as WordFly or Mail Chimp will be an advantage
- Knowledge of Tessitura is beneficial, but not essential
- Familiarity with theatre and the Australian cultural landscape
- Ability to use Adobe Creative Suite (Photoshop, Illustrator, InDesign) is a plus
- Photography skills beneficial, but not essential

## **APPLICATION REQUIREMENTS**

If you feel that you have the right attitude and experience and would like to work for a highly respected Australian arts company, please submit the following

- A written application (no more than 2 pages) addressing the Selection Criteria;
- A digital portfolio or examples of your creative work relating to this position; and
- A current CV and contact details of 2 referees.

Applications should be emailed with Communications Coordinator in the subject line by **10am Monday 22 January 2018** to Madeline Parker [madeline@griffintheatre.com.au](mailto:madeline@griffintheatre.com.au)

Applications received after this time may not be considered.

Interviews will be held with selected candidates in late February / early March. Unsuccessful candidates will be notified via email on completion of the recruitment process.

If you would like to discuss the position in more detail, please contact Associate Producer, Marketing Estelle Conley by email on [estelle@griffintheatre.com.au](mailto:estelle@griffintheatre.com.au) or on 02 9332 1052.