

THE EMPIRE

MARKETING COORDINATOR

POSITION DESCRIPTION

Position type:	Full-time fixed-term parental leave cover (6 months)
Reports to:	Marketing Manager
Peer Positions:	Publicist, Social Media Coordinator, Graphic Designer

ABOUT THE EMPIRE

The Empire is the largest regional performing arts precinct in the country and a hub for creative arts development in the region. Renowned for its classic art deco architecture, the heritage-listed theatre is a premier performance venue, wholly owned by Toowoomba Regional Council.

POSITION SUMMARY

The Empire is seeking a motivated and proactive Marketing Coordinator for a 6-month parental leave cover to support the Marketing team in implementing and delivering on marketing, promotions, and digital engagement goals. This position is an excellent opportunity for an enthusiastic individual to join the largest regional theatre in Australia, and work in a dynamic and creative environment.

KEY ACCOUNTABILITIES

The role of Marketing Coordinator will be required to:

- Collaborate and support the Marketing team to implement and deliver marketing activities for The Empire and its stakeholders.
- Strategically develop email marketing campaigns and marketing automations that connect with audiences in a meaningful and impactful way.
- Support the Marketing team in website management and maintenance, including uploading and optimising event pages for best practise user experience.
- Liaise directly with internal and external stakeholders of The Empire to coordinate various marketing service activities and advise best practice marketing strategies based on our local market.
- Actively research, compare and report on the outcomes of marketing strategies implemented, providing recommendations and proactive actions to help optimise marketing campaigns.

QUALIFICATION AND EXPERIENCE

- 2+ years of experience in a similar role.
- Tertiary qualification in Marketing or Communications.
- Demonstrated ability in working as part of a small team to achieve business objectives.
- Excellent organisational and time management skills.
- Excellent communication skills.
- Ability to work to deadlines and adapt to the changing climate of the industry and platforms.

DESIRABLE

- Interest and engagement in the performing arts industry
- Experience with developing sophisticated marketing automation/email marketing strategies.
- Experience in website content management.
- Experience in developing and tracking the success of omni-channel marketing campaigns.

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LICENCES AND CERTIFICATIONS REQUIRED

- QLD Working with Children Card

THE EMPIRE BENEFITS

- Flexible working arrangements
- Discounted tickets to performances
- Friendly, motivating and supportive team environment
- Industry specific Single Enterprise Agreement
- Dedicated Employee Assistance Program
- Organisation wide commitment to vision, purpose and values
- Located in Queensland's largest inland city renowned for its beautiful scenery and peaceful atmosphere

The Empire is an Equal Opportunity Employer that provides an inclusive work environment and embraces the diverse talent of its people. We value people of all cultures, languages, capacities, sexual orientations, gender identities and/or expressions. We are committed to achieving a diverse workforce and strongly encourage applications from Aboriginal and Torres Strait Islander people.