



## POSITION DESCRIPTION

### MARKETING COORDINATOR

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<b>Position:</b>	Marketing Coordinator
<b>Contract:</b>	Fixed term contract
<b>Term:</b>	Immediate start – September/October 2024
<b>Fee:</b>	Dependent on experience, based on 2 days per week for 30 weeks.
<b>Reports to:</b>	Executive Director

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### ABOUT THE POSITION AND ABOUT YOU

Force Majeure is looking for a bright, proactive, people-person with a natural flair for socials to join our tiny but mighty core team. The Marketing Coordinator will work closely with our small team to:

- Help elevate the profile of Force Majeure, increase engagement and strengthen our brand and visual identity;
- Deliver the marketing strategy for the organisation, and roll out campaigns for programs, fundraising initiatives and productions;
- If time allows, support our small organisation with administrative and producing tasks.

We are looking for someone responsible and autonomous, who can think ahead, plan, manage various tasks along different timelines and always meet deadlines – think planning out the communications schedule, managing quick turnaround deliverables, organising and running promotional shoots and video edits, writing copy, publishing EDMs and social media content, securing approvals and responding to cross-promotional requests.

Ideally you'll be passionate about performance, curious about process, and have an existing connection to the arts industry. A creative thinker, an ideas person, a positive and friendly collaborator. A strong administrator who shows initiative and is efficient and good with deadlines. Maybe you're an independent producer, self-producing artist, marketing or philanthropy legend, a smart and organised up-and-comer.

### ABOUT FORCE MAJEURE

Force Majeure makes devised movement-based theatre. Our ethos is inherently collaborative, in the rehearsal room and in the office. We value integrity, empathy, diversity and teamwork. We're relaxed but hard-working, and we want our staff to enjoy their work and feel supported. Most of the team usually works in our Sydney office at Carriageworks (where we are a resident organisation), though we support family life and flexible working.

This is a contractor role, so the work can be done remotely or in a hybrid model, with face-to-face time as required and as desired. The position is based on a two-day per week workload and the successful applicant can negotiate a flexible weekly schedule with the Executive Director, in order to deliver the work within required timeframes.



We produce 4+ weekend workshops and a two-week intensive professional development program per year in different locations around Australia, plus up to half a dozen creative developments leading to one or two annual performance seasons at various festivals or venues. The rest of 2024 includes a small site-specific work, two tours to major arts festivals, professional development programs, two creative developments, and of course the EOFY campaign.

We're a very small organisation so we all share the load of what needs to get done. This position needs someone who is driven, but flexible and supportive - happy to jump on any task on occasion if required.

## **COMPANY BIOGRAPHY**

Force Majeure is a national devising company that makes visceral interdisciplinary movement-based performance.

We collaborate with Australia's most compelling multidisciplinary artists to devise original theatrical experiences that synthesise movement, spoken word, and a range of creative forms. This hybrid storytelling is our way of exploring provocative and urgent contemporary issues with a complexity and nuance that is not possible through words or movement alone.

Force Majeure's vision is to continue to be Australia's preeminent multidisciplinary movement-based theatre company, known as a crucible for diverse voices that produces unforgettable performances.

An essential pillar of Force Majeure's work, INCITE is our professional development program in dramaturgical movement-based devising for both established artists and the next generation that empowers artists to develop their creative, collaborative and leadership capacity.

Our Associate Artist program supports independent artists with self-directed long-term mentorship, advancement of practice, company infrastructure and project funding so they can develop new work and mature into impactful industry leaders.

## **RELATIONSHIPS**

### ***INTERNAL***

- This position reports directly to the Executive Director (ED)
  - Follow the ED's strategic direction, collaborate closely on delivery and evolution of marketing plans
- The Artistic Director & CEO (AD) is the head of the reporting line
  - Follow the AD's creative direction and liaise with the AD on creative approvals
- Provide support to and follow directives of the Associate Producer, collaborating with them to deliver promotional activity on time and within budget
- Liaise with Accounts Manager as required

### ***EXTERNAL***

- Presenters and co-producing partners
- Artists and contractors
- Performing arts industry colleagues



## **KEY TASKS & RESPONSIBILITIES**

As a small arts organisation, our staff all hold responsibility across all departments, in varying capacities. Your role will include:

### ***MARKETING AND COMMUNICATIONS***

- Collaborate on the development of marketing strategy and campaign design, including the end of financial year fundraising campaign
- Manage the administration of the company website, newsletters, marketing databases and social media to sustain brand presence and execute program campaigns
- Create, schedule and publish content across various platforms (including website, EDMs, social media) that speaks to the company's stakeholder groups
- Manage allocated marketing budgets for projects and campaigns
- Moderate Force Majeure's communities on social media and manage communication on these channels
- Research and develop Force Majeure's engagement across our platforms & optimise content performance
- Collaborate on the creation of program- or production-specific campaign material
- Liaise with external stakeholders (e.g. presenters) to provide content and deliver aligned campaigns for Force Majeure's productions and programs
- Initiate and coordinate reciprocal promotional opportunities with arts and other relevant organisations, including through the enews, social media swaps and other initiatives.
- Manage media monitoring, reporting and archiving

### ***PRODUCING, ADMINISTRATION AND OTHER***

- Support the Associate Producer on Force Majeure's INCITE programs and productions as required
- Assist monitoring the company's generic inbox and return timely and appropriate communication
- Use CRM software to maintain personnel data, deliver email communications
- Attend Force Majeure events, Opening Nights and some industry events as requested (some occasional evening or weekend work required)
- Adhere to budget allocations and undertake relevant financial administration & reconciliation



## SELECTION CRITERIA

### Essential:

- Excellent written and verbal communication: strong conversationalist, can adapt writing style to suit purpose, good visual eye
- A people person: ability to engage with a range of stakeholders with knowledge, respect and interest;
- Proactive, organised & efficient: demonstrated ability to plan ahead, foresee and pre-empt challenges, manage competing priorities, create and adhere to systems
- Strong entrepreneurial spirit and collaborative nature with the ability to work autonomously and also take direction as required
- A genuine interest in Force Majeure's work and creative process, and a passion for the performing arts
- Ability to end-to-end produce various forms of content (copy, image, video) with accuracy and attention to detail
- Experience working with social media platforms including social media advertising
- Strong computer skills for database use and maintenance, email, Microsoft Office suite; quick to learn new programs and platforms
- Willingness to learn and develop, to contribute ideas and shift within the role to meet the needs of the company
- Willingness to work outside business hours on occasion

### Desirable:

- Familiarity with theatre, dance and the Australian cultural landscape
- Active in the performing arts and/or multidisciplinary arts community
- 1-2 years' experience in a similar role (marketing, comms/PR, producing) or similar organisation, or undergraduate degree in marketing, communications, arts, or social science
- Familiarity with CRM software (Hubspot), Canva, video editing software

## APPLICATION INFORMATION

We are looking for someone to start in the role as soon as possible.

To apply, submit your current CV including contact details for at least 2 relevant referees. Please include in your email a short note on why you'd be suitable for this role at Force Majeure and when you are available to start.

Email your application to [amy@forcemajeure.com.au](mailto:amy@forcemajeure.com.au) with "Marketing Coordinator" as soon as possible.

Applications will be reviewed as they are received. Unsuccessful candidates will be notified via email on completion of the recruitment process.

If you have access requirements around the application and recruitment process, have questions or would like to discuss the position in more detail, please contact Executive Director, Amy Morcom on [amy@forcemajeure.com.au](mailto:amy@forcemajeure.com.au) or call 02 8571 9085