



# THEATRE ROYAL

## SYDNEY

### Marketing Coordinator

We are currently seeking a permanent part time Marketing Coordinator with an interest in the performing arts industry to join our team. Working 2 days per week, this newly created entry level role supports our Marketing Manager in the creation of marketing collateral for Theatre Royal Sydney.

The successful applicant will have a strength in written and verbal communications to be able to assist in stakeholder coordination and create content. The ability to manage various personalities and understand the importance of how information conveyed is pivotal. This position supports the communication function between venue employees, hirers, producers, customers, and key stakeholders.

In addition, the role responsibilities include updating our website, assisting with digital marketing activities, content updates, promotional order placement, general content creation as well as administrative duties. As such, experience in digital marketing, graphic design, copywriting and production of basic visual assets for email marketing and social media would be preferred. Knowledge of HubSpot, Google Analytics, social media platforms from a business perspective with basic HTML coding ability would be ideal or have a willingness to learn. High attention to detail and the demonstrated ability to work independently to a deadline is essential for success in this role.

We offer our team remuneration benefits such as additional parental leave benefits, access to our generous discount and reward scheme, ticketing perks as well as a supportive environment including development planning.

For further information about this role, please refer to the **Position Description** below.

To submit your application, please submit your current resume and covering letter outlining your suitability to [trsrecruitment@tralfalgarentertainment.com.au](mailto:trsrecruitment@tralfalgarentertainment.com.au) with the Subject Line 'Marketing Coordinator Application' – Theatre Royal Sydney' by **Friday 17 October, 5:00pm**.

Early applications are encouraged as suitable candidates may be invited to attend an interview prior to the closing date.

**Applications are open to those with full working rights in Australia. Theatre Royal Sydney is an Equal Employment Opportunity Employer.**



## Position Description

**Job Title:** Marketing Coordinator, Theatre Royal Sydney (TRS)  
**Reporting to:** Marketing Manager  
**Position Type:** Part Time  
**Location:** 108 King St, Sydney

### Our Company:

**Theatre Royal Sydney (TRS)** is one of Australia's oldest theatrical institutions, originating in 1832 with the current TRS built in 1976. In 2017, Trafalgar Entertainment became the new operators of TRS and after an extensive restoration period, the theatre reopened in December 2021. The iconic 1,200 seat theatre is an architectural masterpiece and centrepiece of theatre in Sydney's CBD. The theatre is home to a broad range of entertainment including dramas, plays, comedy and musicals.

By joining TRS, you are joining the leading international live entertainment company, Trafalgar Entertainment (TE). Co-founded by Sir Howard Panter and Dame Rosemary Squire in 2017, Trafalgar Entertainment is focussed on new productions, the distribution of live-streaming innovative content and the provision of amazing spaces where people can come together to share in the experience of live entertainment. TE is home to Trafalgar Theatres (comprising Trafalgar Theatre and Olympia Theatre in London, Theatre Royal Sydney, and 12 UK regional venues), Trafalgar Theatre Productions, Trafalgar Releasing, Trafalgar Tickets, Stagecoach Performing Arts, Helen O'Grady Drama Academy, London Theatre Direct, Jonathan Church Theatre Productions and The Chiswick Cinema.

### About the role:

The **Marketing Coordinator** position assists the Marketing Manager (MM) in marketing Theatre Royal Sydney (TRS) and its productions with the aim of converting potential customers to loyal patrons. Responsibilities of the role include updating the CRM, assisting with digital marketing activities, content updates, promotional order placement, general content creation as well as administrative duties.

Assisting in the hub of digital communication for the TRS, the role supports effective communication between internal and external staff, venue hirers, producers, customers and key stakeholders.

The Marketing Coordinator will contribute to success of the business by assisting in the creation of marketing collateral to support the customer journey from interest to sales conversion.

### Equal Opportunities and Diversity:

We LOVE entertainment, and in our world, EVERYONE has a part to play.

Trafalgar Entertainment and its subsidiary companies are committed to ensuring that the organisation is truly inclusive, diverse and anti-racist, achieving a working environment which provides equality of opportunity and freedom from unlawful discrimination on the grounds of race, sex, pregnancy and maternity, marital or civil partnership status, gender reassignment, disability, religion or beliefs, age or sexual orientation. We believe that all employees and customers are entitled to be treated with respect and dignity.



# THEATRE ROYAL

## SYDNEY

### Key Responsibilities

#### Website:

- Maintaining the Theatre's website as directed, supporting the MM to create content, copy, promotional creative and data collection.
- Update the Theatre's Content Management System (CMS)
- Regular analysis and reporting of web traffic and activity as required

#### Email Marketing:

- Work with the MM on increasing the Theatre's database, utilising promotional partners and industry support to ensure the acquisition of new data to gain customer conversion
- Support the production and delivery of email marketing for Theatre Royal Sydney using editorial skills, creative and email marketing experience to deliver effective campaigns for the theatre that maximise customer engagement and conversions
- Monitor and analyse the effectiveness of email campaigns to support the optimising of the Theatre's digital content

#### Social Media:

- Support the MM in overseeing social media community management, drawing on copy writing skills, creativity, and sound judgement to encourage online engagement, provide high quality customer service and manage reputational risk
- Assist the MM with concepts and the creation of social media content, whilst maintaining the Theatre's branding and values
- Keep a view across other TRS and Trafalgar Entertainment channels ie. LinkedIn, Wikipedia to ensure the TRS is appropriately represented and update MM accordingly
- Report on effectiveness of campaigns as required

#### Paid Media:

- To assist the MM as required to buy and implement paid digital media using the most efficient channel to engage and convert customers. This may mean Google Ads, Bing, Facebook, Instagram
- Analyse effectiveness of channels and work with MM to make iterative improvements to existing strategies to attract and convert customers as requested

#### CRM System:

- Work in collaboration with the TRS Ticketing team and MM to update the industry best practice in use of Hubspot (CRM) when required
- Update and maintain the CRM effectively with updates to database
- Assist MM to monitor customer sentiment and ensure feedback is communicated to the relevant teams in sufficient times frame.

#### General

- Assist with the accumulation and documentation of the Theatre's history
- Ensure compliance of any Government regulations relating to data and privacy, particularly with all digital marketing campaigns and storage of data
- Liaise with venue hirers to assist in creation of a marketing schedule to promote events to Venue database and through social media channels
- Suggest new initiatives and ideas to continuously drive traffic to website and implement on approval as required
- Assist on events taking place at TRS including sponsorship partners, education events, media calls etc.



# THEATRE ROYAL

## SYDNEY

- To coordinate materials as directed liaising with major partners, sponsors and stakeholders
- Any adhoc duties as and when required including evenings and weekends, such as Opening Nights

### Position Requirements:

|                                      |   |
|--------------------------------------|---|
| Education and Qualifications         | Marketing qualification not essential, but evidence of appropriate professional development is desired.   |
| Knowledge and Skills                 | Experience and/or interest in graphic design, digital and traditional marketing. The jobholder will have a keen eye for detail, and be skilled in copywriting and producing basic visual assets for email marketing and social media. Experience using CRM, CMS, as well as an awareness of accessibility and usability standards. Knowledge of Google Analytics, Facebook, TikTok and Instagram from a business perspective plus basic HTML is desirable. Must have experience of social media community management and the reputational issues associated with it.  |
| Decision Making                      | Can work independently under direction and prioritise own workload accordingly. Can work to short term objectives as well as plan towards longer-term objectives and schedules. Understands when to refer to direction and use own professional and creative judgement to make day-to-day decisions on social media management. This includes troubleshooting on challenging issues in the public domain and knowing when to refer to a manager.  |
| Resourcefulness                      | Practical and capable self-starter, able to work under pressure with limited supervision. This role demands a good level of flexibility and 'juggling' of tasks plus the ability to prioritise and meet deadlines. Reactive problem solver, as there is an ongoing requirement for the jobholder to generate innovative ideas and practical solutions to the Theatre's digital needs, as well as fulfil marketing briefs from team members. Key to this role is researching and implementing current and new trends in all aspects of email marketing and social media, using best practice and concepts available. |
| People and Asset Management          | Shared responsibility for managing digital data associated with competitions and subscriptions.   |
| Communication and Visitor Experience | Well-developed communications skills are integral to this role, with the jobholder producing digital output that reaches millions each month. Required to coordinate and deliver communications through a variety of channels and mediums. Liaises, consults and collaborate with clients within all departments across the Theatre. The position includes interaction with external stakeholders such as social media influencers, agents and sponsors, and photographers.   |
| Operational Environment              | Office-based environment with site visits, for photography or social media outreach. Offsite to attend relevant courses or events.  |
| Additional Features                  | The jobholder is required to continuously develop their digital marketing expertise and keep abreast of industry trends and software updates.   |