



## POSITION DESCRIPTION

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| <b>Position:</b>          | <b>Project Manager, Marketing &amp; Audience Engagement – <i>Girl Running, Boy Falling</i></b>  |
| <b>Reporting to:</b>      | <b>General Manager</b>  |
| <b>Internal Liaison:</b>  | <b>Mudlark board, Artistic Director, <i>Girl Running, Boy Falling</i> Director, writer, and other creatives.</b>  |
| <b>Contract details:</b>  | <b>Fixed term, part time contract: 100 hours to be worked as required over the period November 2021-April 2022</b>  |
| <b>Remuneration:</b>      | <b>\$5,000.00 (plus GST if applicable, including super if applicable)</b>   |
| <b>Work arrangements:</b> | <b>Mudlark does not have a permanent office. The incumbent will be required to work remotely from home or at other locations as required from time to time. Working hours can be arranged flexibly as agreed between the incumbent and the Company.</b> |

### ACKNOWLEDGEMENT

Mudlark Theatre Inc acknowledges and pays respect to the Tasmanian Aboriginal community as the traditional and original owners and continuing custodians of this land on which we work.

### PURPOSE

This position is a new contract opportunity combining Audience Development and Engagement and Marketing for Mudlark's forthcoming production, *Girl Running, Boy Falling*. Under the supervision of the General Manager, Artistic Director, and working closely with the Board, the Project Manager will actively research, nurture, develop and strengthen Mudlark's audience for this production and seek out partnerships to secure access for young people in Launceston and the NW Coast to the work. This role is crucial in strengthening our community and impact.

Mudlark's "New Work for New Markets" funding budget - secured through Arts Tasmania – supports this role.

## KEY RESPONSIBILITIES AND DUTIES

- Acquire and maintain a comprehensive knowledge and understanding of Mudlark Theatre Inc and in particular the Girl Running, Boy Falling project and its creative team.
- Research, develop, plan, implement, and report on strategies for audience relationship, engagement, and capacity building for Mudlark's production of Girl Running, Boy Falling, ensuring strategies are delivered on time, within budget and to at the desired level of quality.
- Initiate planning, and delivery of suitable marketing strategies within allocated budgets. These include but are not limited to: writing and distributing media releases; creating content for Mudlark website, EDMs, and social media; working with media and marketing vendors to develop advertising materials and implement marketing actions for advertisement; preparing schools materials (educator packs) around the creative process and themes of the work
- Identify and develop relationships with the target Young Adult audience groups in Launceston and the North-West of Tasmania, including where necessary, initiating connections between Mudlark and organisations that can assist in supporting young people to the production.
- Strategise ways to attract the Young Adult audience to attend the production, which may include but are not limited to: seeking sponsorship to subsidize tickets; tailoring engagement activities
- Facilitate key audience engagement activities, including post show and in-conversation evenings, and education events. Where engagement focuses on the themes of abandonment and youth suicide the Project Manager will ensure a professional counsellor is part of the event.
- Ensure continuous improvement by conducting post-season surveys, evaluations and debrief to determine how future events can be improved
- Engage stakeholders and audiences through clear, regular communication including preparation and sending of timely communications such invitations and managing all RSVPs
- Attend team meetings both in person and via phone and video conference.
- Demonstrate an understanding and commitment to inclusion of cultural and linguistic diversity and/or underrepresented communities in the arts.
- Develop and maintain all necessary records associated with the event including data base Develop and maintain positive working relationships with other creative agencies, community organisations, schools, economic development, tourism, city, politicians and other stakeholders.

- Other duties as assigned to ensure the overall success of the Girl Running, Boy Falling project

## SELECTION CRITERIA/DESIRED ATTRIBUTES

### **The ideal candidate for this position will:**

- Be a great communicator who can articulate effectively to groups and individuals and has an ability to produce clear and concise written communication
- Demonstrate initiative, be a self-starter and work autonomously
- Have the skills to identify, assess and develop potential audiences, stakeholders and supporters
- Love and respect budgeting and financial management and have experience in budget management, ticketing and event reporting
- Understand the Tasmanian performing arts sector particularly the North and North-West.
- Be able to work with artists, staff, and colleagues sensitively and constructively
- Possess a high level of integrity and discretion and operate calmly and positively in a demanding environment
- Commit to flexible working hours
- Have recognised experience in professional performing arts
- Possess demonstrable experience in connecting and communicating with a range of stakeholders including: artists, venues and box office, community members, LGBTIQA+, youth and culturally and linguistically diverse communities and access to a strong and reliable network within the arts, cultural, and local communities
- Hold a current drivers license
- Maintain sound computer skills particularly Word, Excel and Outlook; a working knowledge of MailChimp, Survey Monkey, Facebook and other social media platforms
- Have knowledge of WHS in the workplace and commitment to a safe and efficient working environment.