

Marketing & Development Manager (Part Time)

About LGI

Lucy Guerin Inc (LGI) is an Australian dance company established in Melbourne in 2002 to create and tour new dance works. Across its 21-year history, the company has established itself as being at the forefront of contemporary dance practice through the creation of an acclaimed repertoire of works that regularly tour nationally and internationally. Each year we present a range of new works and sector programs including world premieres, tours of works in repertoire, creative development projects, residencies, talks, and so much more.

WXYZ Studios is LGI's home base, and in the six years since opening has grown to become a thriving hub that supports the development of independent choreographers and dancers in Melbourne and promotes dialogue and exchange with national and international artists.

A variety of facilities support people with diverse access needs to visit WXYZ Studios. Please let us know if you require more information.

Position Description

Lucy Guerin Inc (LGI) is committed to equity and inclusion, and welcome applications from diverse communities, including Aboriginal and Torres Strait Islander, cultural and regional communities, and people with disability.

Please let us know if you would prefer to apply in a different format, or if there is any barrier for you in the job application process as stated.

To be eligible to apply for this role, applicants must have existing Australian work rights.

Applications close: Friday 8 November, 5pm (AEDT)

Enquiries: Ally Harvey, Executive Producer & Deputy CEO

ally@lucyguerininc.com or (03) 9329 4213

Key Information	
Position Title	<ul style="list-style-type: none">Marketing & Development Manager
Reports to	<ul style="list-style-type: none">Executive Producer/Deputy CEO
Collaborates with	<ul style="list-style-type: none">The role works cooperatively with a variety of internal and external stakeholders, including:<ul style="list-style-type: none">Producer, Office & Program Coordinator, Studio Coordinator, Board of Directors, dancers, creatives, teachers, contractors.
Employment Basis	<ul style="list-style-type: none">Part-time, 2.5 days a week equivalent including 2 days within office hours.0.5 day paid as 'on call' hours to monitor, manage and respond to LGI social media channels as required.LGI's standard office hours are Monday to Friday, 9am-5pm.2-year contract.6-month probationary review.
Salary	<ul style="list-style-type: none">75,000 per annum plus superannuation as per Victorian Government legislation (pro rata).
Entitlements	<ul style="list-style-type: none">20 days' annual leave (pro rata).Up to 10 days sick/personal leave annually (pro rata).



Employment Benefits	<ul style="list-style-type: none">• Tickets to Company projects and, when available, other industry events.
Commencement date	<ul style="list-style-type: none">• November 2024 (preferred).
Location	<ul style="list-style-type: none">• Office is located at WXYZ Studios, 130 Dryburgh Street North Melbourne, 3051.

Duties & Responsibilities

Marketing & Brand Strategy

- Develop and implement a strategic brand and marketing plan for the Company and its annual program including local, national and international performances and tours, company programs and studio activities.
- Oversee LGI's brand and style guidelines and ensure consistency across communication channels.
- Collaborate with LGI staff where relevant to develop marketing assets for projects and programs.
- Manage marketing-related stakeholders and suppliers (content creators, media partners, etc.).
- Devise strategies to reach LGI's audience capacity / box office targets.

Digital Marketing

- Develop and execute strategies to grow and engage LGI's online community.
- Oversee the management and maintenance of the Company's website and social media platforms.
- Manage EDMs and content strategy for the Company, including the calendar of social media content.

Market Development for Projects and Programs

- Produce sales and marketing collateral for presentations, programs and arts markets.
- Act as the main marketing contact for tour venues to ensure campaign material is supplied accurately and on time.
- Act as the main marketing contact for the LGI program series including morning class and annual program events.

Fundraising & Development

- Support the Executive Producer/Deputy CEO in the creation of a strategic development plan to enable the Company to grow income from sponsorship, philanthropic trusts and foundations, and donors.
- In collaboration with the Executive Producer, develop partnership and sponsorship proposals and approach prospective partners and sponsors.
- Support the coordination of fundraising activities and donor relationship management, in collaboration with the Executive Producer/Deputy CEO.
- In collaboration with the Executive Producer, research and develop project and program grant opportunities, supporting the application and acquittal process as required.

Research and Reporting

- Evaluate and report on marketing activities and outcomes, including for Board reporting purposes.
- Report on media mentions and analyse social media trends.

Office & Administration

- Coordinate marketing collateral and publicity requests.
- Participate in staff meetings, program and strategic planning sessions.
- Support Company initiatives promoting diversity, equity, inclusion and belonging.
- From time to time, undertake work outside of regular business hours, including attending and assisting Company events.

General

- Any other duties as may be reasonably required.

Key Selection Criteria

1. Demonstrated success in creating and implementing creative marketing campaigns within a dynamic arts or creative industry.
2. Excellent interpersonal and stakeholder management skills with a proven ability to build strong, collaborative relationships with colleagues, sponsors, suppliers and industry partners.
3. Exceptional verbal and written communication skills, with the ability to write clearly, concisely and persuasively for specific audience groups.
4. A strategic and creative thinker with demonstrated capacity to build, manage and work as part of a small team, meeting deadlines and maintaining a collaborative, respectful and inclusive attitude even under pressure.
5. Evidence of digital marketing skills across website, data analysis, social media, EDMs, CRM and ticketing platforms.
6. A deep understanding of and passion for the Australian arts and cultural landscape.
7. Graphic design and digital content creation skills desirable.

To Apply

1. Read the full position description.
2. Once you're ready to apply, please submit the following in one PDF document via email to admin@lucyguerininc.com.
 - a. A brief cover letter (no more than 1 page) introducing yourself and why you're interested in becoming LGI's Marketing & Development Manager.
 - b. A maximum of 2 pages outlining how your skills and experience align with the Duties & Responsibilities of the role.
 - c. A current CV, with contact details for two managers who can provide verbal references about your professional skills and experience (referees will only be contacted once you have been notified).
 - d. Reach out to admin@lucyguerininc.com if you have any questions about the position description and application process and a relevant team member will reply to your enquiry.

Applications are due by Friday 8 November, 5pm (AEDT)

Many thanks for your interest in working with LGI.

