

## Expression of Interest / Marketing & Communications Freelancer

Lucy Guerin Inc (LGI) is seeking Expressions of Interest from experienced marketing and communications freelancers interested in working closely with the company to deliver marketing and communications activity across its annual program, productions, tours and studio activity.

We are looking to build an ongoing working relationship with a practitioner who can support the consistent, day-to-day delivery of LGI's marketing activity and work collaboratively with our small team.

### **About LGI**

LGI is a contemporary dance company based at WXYZ Studios in North Melbourne. Established in 2002, the company makes a leading contribution to the cultural life of Melbourne and Australia through highly acclaimed productions that support risk and innovation, extending contemporary dance as an artform. Over its 23-year history, LGI has established a strong national and international reputation through the creation of an acclaimed repertoire that regularly tours Australia, Asia, North America and Europe.

Each year, LGI presents an ambitious program that includes world premieres, tours of repertoire works, creative development projects, residencies and talks, collaborating with high-calibre artists, performers and production personnel. WXYZ Studios is LGI's home base and a thriving hub that supports the development of choreographers and dancers in Melbourne, while fostering dialogue and exchange with national and international artists.

### **Scope of Engagement**

The anticipated scope of engagement is:

- Approximately 4 hours per week to support regular marketing activity (including weekly social media posts and digital content)
- An additional 4–6 hours per month to plan and deliver the company's e-newsletter
- Additional hours by agreement during peak production and touring periods

The indicative hourly rate is \$45 per hour, with flexibility to discuss availability, scope and workload across the year.

LGI supports flexible working arrangements, with the work able to be undertaken remotely and/or from the LGI office

### **Submitting an Expression of Interest**

EOIs will be accepted and reviewed on a rolling basis, and early submissions are encouraged.

Please submit:

- Your CV.
- A brief statement introducing yourself and outlining your interest in the position.
- A portfolio of relevant work, including examples of digital content you have been responsible for.

Please submit your EOI by Sunday 15 February 2026 to: [admin@lucyguerininc.com](mailto:admin@lucyguerininc.com).

### **About the Engagement**

Working closely with LGI's small team, the marketing and communications freelancer will support the delivery of marketing and communications activity across multiple platforms. The focus of the engagement is on practical, day-to-day implementation and coordination, ensuring marketing activity is clear, consistent and delivered on time across the year.

Much of LGI's marketing speaks to a connected independent dance community, including current and former company dancers, collaborators and peers, as well as presenters and the wider public. This makes the work hands-on and people-centred, with a strong sense of continuity and shared history.

### **Marketing Delivery**

- Deliver marketing and communications activity for the Company's annual program, including local, national and international performances and tours, company programs and studio activity.
- Apply LGI's brand and style guidelines across all marketing and communications materials
- Work with LGI staff to prepare and deliver marketing assets for projects and programs
- Coordinate with marketing-related suppliers and contributors (e.g. content creators, media partners), as required

### **Digital Marketing**

- Maintain and update the Company's website and social media platforms
- Prepare and deliver eDMs and digital content, including maintaining a social media content calendar
- Support audience engagement across digital platforms through consistent and timely content delivery

### **Research and Reporting**

- Track and report on marketing activity and outcomes, including contributing information for internal and Board reporting

### **General**

- Undertake other marketing-related duties as reasonably required.

### **What we're looking for**

We're interested in hearing from practitioners who bring:

- Experience delivering marketing and communications within the arts, cultural or creative sectors, ideally in a not-for-profit setting
- Clear and confident written and verbal communication skills, with the ability to adapt messaging for different audiences and platforms
- Experience working across digital platforms including websites, social media and eDMs (experience with CRM or ticketing systems is welcome but not essential)
- An understanding of, or familiarity with, the Australian arts and cultural landscape
- A practical, organised and collaborative approach, with the ability to work independently and as part of a small team
- Digital content creation skills.

### **Enquiries**

Reach out to [admin@lucyguerininc.com](mailto:admin@lucyguerininc.com) or (03) 9329 4213 if you have any questions about the role and a relevant team member will reply to your enquiry.