

## **POSITION DESCRIPTION**

**Position:** Head of Marketing

**Contract:** Full time

**Reports to:** Director of Marketing, Corporate Partnerships and Enterprises

**Commencement date:** July 2019

---

## **POSITION PURPOSE**

The Head of Marketing leads the Marketing operations of Queensland Ballet (QB). The main objective of the role is to create and deliver marketing and audience development strategies that will drive ticket sales and engagement with QB's wider program offerings, build audiences and enhance QB's profile and brand.

The Head of Marketing will possess a strong track record in marketing and audience development, preferably in the performing arts sector, and have extensive experience managing small to medium scale campaigns across multiple channels.

A clear thinker, creative with first class research and analytical skills are key, along with strong communication and leadership skills to build robust, productive relationships at all levels of seniority both within and outside the organisation.

## **ABOUT QUEENSLAND BALLET**

Queensland Ballet is a vibrant, creative company which connects people and dance across around the world and nurtures emerging local talent by presenting exciting new works in an intimate studio series. With a culture of creativity and collaboration, complemented by an active program of engagement with our communities, Queensland Ballet has become the central hub for dance in the State. Our dancers are acclaimed for the technical excellence and versatility, and our annual program offers diversity in style, audience focus and geographic reach, with performances in Brisbane, tours around Queensland, Australia and the world, and a far-reaching community engagement program: creating magic, enriching lives.

The facilities at Queensland Ballet's home in Thomas Dixon Centre in Brisbane's West End allow the Company to offer a full range of training and community access programs, including public dance classes. We are committed to providing a pathway for young talent through our Academy programs and dedicated to the pursuit of artistic excellence, dance education and innovative presentation of classical repertoire. With bold and confident ambitions for the future, including a three site: one vision strategy for our home infrastructure, we proudly build upon the legacy of many creative and gifted artists and arts-enablers who have been part of the Company's rich history since 1960.

## **PRINCIPLES OF COMMITMENT**

With bold intentions to be unconstrained we will create magic and enrich lives by delivering across four core pillars: Artistic, Academy, Arts for All and Cultural Spaces.

Influenced by five principles of commitment, all that we do and all that we are will remain true to the four core pillars:

1. World class in all that we do – We will connect with international best-practices to inspire impactful excellence on stage, in studio, in business and in community.
2. Creative in every endeavour – We will nurture our artform, artists, students and arts workers by remaining nimble and open to possibilities.
3. Queensland in our hearts – We will celebrate our growing state and share its developments and spirit on the world stage.
4. Wellness across society – We will research, develop and deliver initiatives that positively impact all dimensions of wellbeing; social, cultural, emotional, physical, environmental and intellectual.
5. Sustainable practice – We will build a resilient 'business of ballet' that anchors all of ballet's potential in longevity and legacy.

## **REPORTING RELATIONSHIPS**

This position reports to the Director Marketing, Corporate Partnerships and Enterprises.

The Head of Marketing has the following direct reports: Marketing Campaigns Manager, Marketing Campaigns Coordinator, Ticketing Manager and Ticketing and Customer Service Specialist.

The Head of Marketing works closely with Director, Communications and Content and the Digital Content team.

## **RESPONSIBILITIES**

### **Strategic Development**

- Generate an integrated marketing and audience development strategy to optimise ticket sales (season and single), develop new audiences and promote QB's brand
- Undertake ongoing review of the strategic direction, programs and methodology of marketing strategies to vigorously support the artistic, training and education programs of Queensland Ballet.

### **Performance season**

- In consultation with the Director, Marketing, Corporate Partnerships and Enterprises, set box office targets and implement strategies to achieve them
- Develop and manage the annual season ticket campaign
- Develop and manage single ticket sales campaigns for each performance season
- Implement longer term strategies including cross promotions to reach and engage new audiences
- In partnership with the Corporate Partnerships team identify, cultivate and manage marketing, media and other industry partners
- Oversee the monitoring and reporting of all ticket sales and preparation of reports as required.

### **Corporate Marketing**

- Develop and implement strategies to grow and enhance the profile of QB in Queensland, Australia and overseas
- Build equity in QB's brand with the goal of building a clear association between the brand and a beautiful, quality and engaging experience
- Create and deliver marketing campaigns to promote QB's other activities including education programs, community engagement projects, dance training
- Provide advice on other brand and marketing issues as required

### **Audience Development**

- Conceive and implement audience development strategies that will engage QB's existing audiences and foster loyalty with the Company
- Conceive and implement audience development strategies that will identify potential growth opportunities amongst new and existing audiences
- Coordinate research (internally and externally driven) of QB's audiences, attendance and brand that will better inform marketing strategies and provide opportunities for audience growth
- Contribute to the maintenance of QB's database, ensuring all contact details and patron purchasing history remains current and relevant.

### **Leadership**

- With the support of the Director, Marketing, Corporate Partnerships and Enterprises build a high performing and effective marketing team
- As a member of the senior leadership team, contribute to the strategic planning process and the successful delivery of QB's programs and activities in pursuit of its mission
- Maintain excellent networks within the marketing, media and arts sectors.

### **Administration and Finance**

- Oversee the administration of the Marketing department through thorough and up to date files, and records relating to campaigns, ticket sales, audiences, corporate materials and research.
- Establish and maintain annual expenditure budgets
- Prepare marketing reports and papers as required.

### **KEY CRITERIA**

1. Extensive senior level strategic and operational marketing experience in the arts or not-for-profit industries combined with the demonstrated ability to lead a team of marketing professionals and proven leadership skills in developing and coaching staff.
2. Proven experience in successfully developing and implementing marketing and/or audience development strategies with a sales outcome
3. Strong understanding of business environment, presenters, customers and audiences of a major performing arts company.
4. A demonstrated ability to manage projects with small budgets and tight deadlines and still provide innovative thinking.
5. Excellent oral and written communication skills, interpersonal skills, and negotiating ability.

## **APPLICATION PROCESS**

To apply for this position please forward a covering letter, current resume and statement addressing the selection criteria via mail to:

Candice Sheldon

Head of Human Resources

Queensland Ballet

PO Box 3791 South Brisbane Qld 4101

Or via email: [joinus@queenslandballet.com.au](mailto:joinus@queenslandballet.com.au)

**Applications close 5pm, Monday 22 July 2019.**

Referees will be sought from candidates following the interview process.

Applications received after this time may not be considered. Unsuccessful candidates will be notified via email on completion of the recruitment process.

For further information or for a confidential discussion please contact the Head of Human Resources on (07) 3013 6666. We respectfully advise that no agency applications will be considered at this time.

*To reflect the diversity of the communities and people with whom we engage, we seek to hire a workforce that is both representative and diverse. With a focus on inclusion, accessibility and flexibility, we are committed to supporting you in your career with Queensland Ballet.*