

# Marketing and Engagement Coordinator

## Applicant Info Pack

### Tantrum Youth Arts

#### **Make Noise. Make Connections. Make Change.**

Tantrum Youth Arts is seeking an engagement and marketing specialist to develop and drive the implementation of a holistic engagement strategy across the organisation to build awareness, connection and impact.

We are a small but noisy team of change-makers and artists. We exist to serve our tribe made up of young people, emerging artists and community members and we are excited to invite an energetic, hands-on Marketing and Engagement Coordinator to join our fun and creative team.

#### **About Tantrum**

Tantrum is the leading youth arts organisation in the Hunter and a not-for-profit co-operative. Our mission is to empower young people with creativity, confidence and connectedness so they can positively shape their lives and the world around them. We achieve this through meaningful workshops, projects and partnerships that utilise performance, storytelling and so much more.

Tantrum was established in Newcastle in 1976. Since then, the company has grown from its humble beginnings as a weekend drama workshop to a nationally-respected arts organisation. We are focused on creating employment in the performing arts sector in the Hunter and on developing skills and confidence in young people aged 5-30.



## Position Description

**Position Title:** Marketing and Engagement Coordinator

**Purpose of Position:** The Marketing and Engagement Coordinator provides communications, public relations, and stakeholder relations expertise to complement the important role Tantrum Youth Arts plays in Newcastle, the Hunter region, and beyond. The Marketing and Engagement Coordinator is responsible for conceiving of, and delivering, Tantrum's engagement strategy in response to the creative and strategic visions of the organisation.

### Key Duties and Responsibilities

#### Stakeholder Engagement and Development

- Develop, implement and update the organisation's engagement strategy, including stakeholder relations with Tantrum's tribe (of young people, families, emerging artists and community members), schools, community organisations, and service providers
- Develop participants and audiences around the organisation's creative program (including workshop and presentation components)
- Coordinate project-specific evaluation regarding engagement and impact
- Support the development and management of relationships with donors, sponsors and philanthropists

#### Communications and Public Relations

- Coordinate communications and publicity campaigns consistent with the organisation's engagement targets, financial goals, and values
- Execute delivery of design and development of all internal and external communications collateral, assets, templates and content
- Oversee clear and consistent branding to shape the organisation's public presence within the community
- Manage and administer systems and data relating to Customer Relationship Management
- Manage and administer the organisation's website
- Manage and administer SEO, SEM and digital marketing strategies

<b>Position Type:</b>	Part-time 3 days per week. Maximum term contract until March 2022 with potential for extension
<b>Salary &amp; Conditions:</b>	Salary between \$50,000 - \$54,000 full-time equivalent dependent on experience (paid pro rata based on hours worked) plus superannuation
<b>Location:</b>	Merewether, NSW. Flexible working (with the option to work remotely in-part) is possible. We encourage applicants to start the conversation around what will work best for them.
<b>Reporting Responsibilities:</b>	The Marketing and Engagement Coordinator reports to: Artistic Director / CEO  The Marketing and Engagement Coordinator works closely with: General Manager

## Selection Criteria

### Essential

- Tertiary qualifications or equivalent experience in a relevant field (i.e., stakeholder engagement, communications, design, marketing, and/or public relations).
- Demonstrated experience in developing and implementing engagement, marketing and/or communications strategies across multiple platforms (e.g., social media, digital marketing, etc.) to develop and maintain participants/audiences.
- Demonstrated experience in designing and producing digital and print marketing assets with creative flair and a high level of attention to detail.
- Excellent interpersonal skills and the ability to communicate confidently and persuasively.
- Ability to build, develop and maintain strong relationships with a wide range of stakeholders, including young people, families, schools, community organisations, businesses and donors.
- Highly motivated with an ability to prioritise work effectively and meet competing deadlines.
- Proficiency in Wordpress CMS, Adobe CC applications (particularly Illustrator, Photoshop and InDesign), and Canva.

### Desirable

- Experience in an arts/cultural organisation or other non-profit organisation.
- Knowledge of and established contacts within the media sector in Newcastle/Hunter region.
- Knowledge of and established contacts within the education sector in Newcastle/Hunter region.
- Experience in managing contacts effectively in HubSpot CRM or a similar platform.
- Established skills in digital photography and/or familiarity with operating a DSLR camera.

Tantrum Youth Arts is a child-safe organisation and is committed to the safety and wellbeing of all children accessing our workshops, programs and activities. The successful applicant will be required to obtain and maintain a Working With Children Check.

We are an inclusive organisation, committed to providing a platform for diverse voices and thought. We encourage people from all backgrounds to apply, including people with a disability, Aboriginal and Torres Strait Islander peoples, people from culturally and linguistically diverse backgrounds, and people identifying as LGBTIQ+.

## How to Apply

Applicants are asked to provide:

- Your CV including 2 referees
- A cover letter (max 3 pages) responding to the Selection Criteria
- 2-3 examples of previous design work and/or marketing copy
- Please send your complete application to the Artistic Director/CEO, Chris Dunstan, at [chris@tantrum.org.au](mailto:chris@tantrum.org.au)

Applications are due by 5.00pm on Friday 30 April 2021. Shortlisted applicants will be invited to an interview on Friday 7 May 2021. The position will commence in May 2021, with the specific start date to be negotiated with the successful applicant.

If you require further information about the role or support with your application, please direct your enquiries to Artistic Director/CEO, Chris Dunstan:

E: [chris@tantrum.org.au](mailto:chris@tantrum.org.au)

Ph: 02 4929 7279