

Position Description Marketing & Communications Manager

The Company

About

Chunky Move and is one of the most influential contemporary dance companies in Australia. Under the creative leadership of Artistic Director, Antony Hamilton Chunky Move creates bold, visually striking and genre defying dance works that merge the body with other artistic mediums. Our works interact with varied spaces and presentation contexts and are underpinned by an ethos of collaboration and experimentation. Artists and audiences are at the heart of Chunky Move and our partnerships and projects aim to increase the visibility of contemporary dance as an everyday artform. We are deeply committed to fostering an inclusive and accessible environment for our artists, audiences, staff and volunteers and we are invested in the growth and diversity of audiences for dance in Australia.

Chunky Move is a not-for-profit company and is supported by the Victorian Government through Creative Victoria, the Commonwealth Government through the Australia Council and by the City of Melbourne through its ACIP program.

History

Chunky Move was founded by Artistic Director, Gideon Obarzanek and Executive Producer, Angharad Wynne-Jones in 1995. The company quickly established itself as one of Australia's most innovative, awarded and recognised performing arts companies, setting an early precedent for Australia by eschewing an ensemble model and embedding artistic reinvention. Under the Artistic Directorship of acclaimed Dutch choreographer, Anouk Van Dijk (2012 – 2018), Chunky Move continued to provide creative exploration for audiences, dancers and collaborators. In December 2018, Antony Hamilton, Kristy Ayre and Freya Waterson were appointed to lead the company providing an invigorated artistic and organisational capacity to evolve Chunky Move for a new generation of artists and audiences.

Purpose of Role

The Marketing & Communications Manager is responsible for developing and implementing effective marketing and communications strategies in order to promote Chunky Move's vision in Australia and overseas. This includes the design and implementation of all aspects of the marketing mix, including management of external contractors.

The Marketing & Communications Manager's role is to involve, retain and build Chunky Move's audiences, participants and supporters and contribute to the management of some key stakeholder relations. This position is part of the management team at Chunky Move and will play an important role in helping to drive the Company's future direction.

The M&C Manager role requires a proactive creative problem-solver with highly developed communication skills, who is a collaborative and positive contributor to the Chunky Move team culture.

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Key information

Hours & days	This is a full-time role. Standard hours are Monday – Friday, 9am-5.30pm, with a lunch break. Occasional out of business hours work will be expected but the company has a TOIL policy to support any overtime.
Reports	This position works closely with the Artistic Director / co-CEO and reports to the Executive Director / co-CEO
Location	<p>Chunky Move is located on the unceded lands of the Boon Wurrung and Wurundjeri people of the Kulin Nations. We respectfully acknowledge the significant contributions of Australia’s First Peoples and are committed to supporting the continuity of culture and relationship to this land.</p> <p>We are located at 111 Sturt St, Southbank in a building we share with neighbouring arts organisations ACCA and Malthouse Theatre. Our office is spacious, airy and all facilities are accessible, with a wheelchair accessible tram-stop nearby.</p>
Remuneration	\$75,000 - \$80,000 per annum based on experience plus Superannuation and all entitlements.
Employment term	<p>This is a 12-month parental leave cover contract, with a 3-month probation period.</p> <p>Commencement date: 15 November 2021</p>

Reporting Structure

This role reports directly to the Executive Director / co-CEO.

Working Structure

In undertaking the duties of this position, the M&C Manager will be required to work in direct co-operation with all Chunky Move personnel.

Other Key Relationships:

(Internal) Artistic Director / co-CEO, Program Producer, Office and Program Coordinator.

(External) Publicist, media agencies, suppliers, contractors, sponsors.

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Key Tasks / Responsibilities

Strategy Development

- Contribute to, maintain and further develop the company's strategic audience development plan including local, national and international tours, and our ongoing public and sector development programs
- Identify future needs, trends and resources for effective marketing of Chunky Move
- Identify, research, and secure new media and marketing partnerships
- Oversee CRM system strategies, developing practices to meet business objectives, increase the audience database and best utilise data

Implementation

- Work with the Executive Director / co-CEO to develop budgets for marketing campaigns and ongoing communications and sales forecasts, and take responsibility for achieving agreed targets
- Develop and oversee implementation of print, advertising, brand and audience engagement campaigns on time and on budget
- Create and manage all Chunky Move print and online publications, taking responsibility for maintaining the company's high quality brand identity
- Proactively generate and maintain content across Chunky Move's website and social media platforms including videos
- Copy-write, proof-read and edit publications, advertisements, and marketing materials
- Oversee the management and maintenance of the website and other Company collateral, ensuring a consistent application of the Chunky Move brand
- Brief, manage and evaluate the performance of external providers of services including publicity, graphic design, web design and audience research
- Support the work of the Executive Director / co-CEO through producing new sales collateral and production documentation to be used at Arts Markets and partner presentations
- Implement and maintain filing and archiving systems for electronic image and video library, including the Company's online archive
- Undertake other duties as required
- Contribute to and deliver role related Equity Action Plan 2022 actions.

Financial Management

- Manage and provide regular tracking updates on core Marketing budget, individual campaign and project budgets
- Follow all financial processes within company timeframes and other budget requirements

Research & Reporting

- Build understanding of the Company's supporters, audiences and our positioning in the Australian performing arts
- Maximise the use of the CRM system to build greater understanding of potential partners and audience development
- Prepare reports analysing the outcomes of all marketing campaigns
- Deliver required reports and acquittals to funding bodies and the Board

Team Management and Collaboration

- Manage the performance and work of the Publicist ensuring communications are aligned with the overall company brand, strategic direction and priorities
- Work collaboratively with all members of the Chunky Move team, artists, contractors and Board members

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- Guide staff to achieve excellent customer service, and support team members in dealing with difficult and exceptional communications circumstances

Success in the Role will be measured by evidence of:

- Cutting edge and effective audience development strategies developed and implemented for both brand-focused and production-related campaigns
- Increased audience base with growth in ticket sales
- Increased profile and brand awareness, with clear and consistent messaging across all communication platforms
- Highest level of patron engagement and customer service delivered across the organisation
- Efficient budget management and delivery of activities and campaigns within allocated resources

Special Requirements

This is a full-time position and at times you will be required to work outside of normal business hours to attend Chunky Move events and meet the demands of this role. From time to time, the M&C Manager will act as the Company's representative as required and where appropriate.