



**CRACK THEATRE FESTIVAL INC.**  
% PACT centre for emerging artists  
107 Railway Parade, Erskineville NSW 2034  
Tel: +61280915107  
E-mail: [cracktheatrefestival@gmail.com](mailto:cracktheatrefestival@gmail.com)  
ABN: 51 393 647 030

## Marketing Manager

### Position Description

<b>Reports to</b>	Co-Artistic Directors, General Manager
<b>Direct reports</b>	Digital and Social Media Co-Ordinator, Festival Publicist (as required) and other external contractors including designers, printers, distributors, photographers and videographers.
<b>Position type</b>	Fixed-term 12 month contract
<b>Engagement</b>	January - December, 2016 Approximate hours: 1.5 days per fortnight January - July, Oct-Dec 2 days per fortnight August-September Daily during Festival Period. Long hours may be required over this time. After hours work will be required, particularly during the Festival period. Regular attendance at performances and other events. Some intrastate and interstate travel may be required.
<b>Remuneration</b>	Between \$500-\$3000 (+ 9.5% super) dependent on confirmation of funding Accommodation, transport, and administrative costs covered for meetings and for the duration of the Festival period.
<b>Location</b>	While the Festival is in Newcastle, planning takes place remotely, with additional regular face-to-face meetings in Newcastle and Sydney.
<b>Primary Purpose</b>	The Marketing Manager manages the 'public face' of the Festival, thinking strategically about how to promote the Festival and engage audiences. The Marketing Manager will be responsible for implementing and managing all marketing and media activities of the Festival. The role will provide operational leadership for the Festival's marketing and media activities through brand development, digital engagement, printed materials, profile building and stakeholder management.

### About Crack Theatre Festival

Crack Theatre Festival: where experimental performance artists from around Australia unleash their wildest ideas.

The Festival is a unique national theatre and performance arts festival geared specifically towards supporting the development of emerging artists. These artists will help shape the future of Australian arts practice. The Festival provides opportunities for discussion and networking, skills development, and performance.

The Festival takes place annually in Newcastle as a part of This is Not Art (TiNA) - Australia's largest experimental and emerging arts and media festival. TiNA includes curated programs from the National Young Writers' Festival, Critical Animals and Crack Theatre Festival.

The Festival runs on a **Talk | Make | Work** model where **Talk** refers to the panel series, **Make** to the masterclass and skills development series and **Work** to the performance showcase by emerging Australian theatre artists and ensembles.

Our vision is to foster a feeling of community, with artists supporting each other as peers, encouraging communication and collaboration. We present a curated festival program, but do not charge the artists or audience to participate. Our aim is to promote access, experience and opportunity.

The Crack Theatre Festival is an incorporated association, with a management committee, Public Officer, and a constitution.



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<b>Key Tasks</b>
<p><b>Media and Publicity</b></p> <ul style="list-style-type: none"> <li>- Develop and deliver a range of Festival marketing activities across a range of platforms and collateral including but not limited to: electronic and postal mail outs, cross promotion strategies, advertising, events, publicity and printed materials such as program guides, flyers, catalogues, posters and signage</li> <li>- Develop media partnerships including newspapers, radio and online</li> <li>- Organise interviews (newspaper and radio) and manage sponsor and artists' marketing kits and photo shoots</li> <li>- Prepare and distribute media releases</li> <li>- Proof read, format, oversee design, print timelines, and distribution of flyers and catalogues, posters, and signage for collateral</li> <li>- Act as a media contact and advise on appropriate engagements in relation to public relations activities as required</li> <li>- Maximise the potential of marketing initiatives through sound planning and budgeting</li> <li>- Establish and commit to clear marketing timelines for all staff and artists, to ensure marketing initiatives are met</li> <li>- Liaison with external designers to develop and update a navigable and engaging Festival website and other digital platforms as required</li> <li>- In collaboration with all Festival staff, curate and manage the content and functionality of all of the Festival's digital platforms</li> <li>- If necessary, work with the Festival Publicist to develop and deliver a Festival publicity plan, adjusting and amending where appropriate</li> <li>- In collaboration with the Creative Producer, design and deliver an evaluation strategy that maximises the Festival's insight into both artists and audiences, incorporating but not limited to web analytics, surveys, attendance tally and feedback sessions</li> </ul>
<p><b>Festival Logistics</b></p> <ul style="list-style-type: none"> <li>- Liaise with Festival artists, staff and contractors in the delivery of marketing services, including working with the graphic designer during the production of marketing collateral</li> <li>- Liaise with venue, technical, production, front of house, and other colleagues for full delivery of projects.</li> <li>- Advise and assist Festival artists on individual project sponsorship, marketing and publicity campaigns.</li> <li>- Provide templates and assistance to artists for marketing materials</li> </ul>
<p><b>Administration</b></p> <ul style="list-style-type: none"> <li>- Assist the Co-Artistic Directors to create timelines for the artistic program</li> <li>- Contribute to the smooth running of the Festival including phone answering, IT administration, volunteer management, handling enquires, mail outs and other duties from time to time</li> <li>- Maintain accurate records of marketing materials including archival records</li> <li>- Support the General Manager and Co-Artistic Directors with the recruitment of the Digital and Social Media Manager, Interns, Festival Publicist, external designers and other relevant staff and contractors</li> <li>- Manage, coordinate and delegate to staff, volunteers and external contractors so that marketing and publicity related deliverables and deadlines are achieved</li> <li>- As required, assist with funding applications including preparing support materials</li> <li>- Evaluate the success of the sponsorship strategy including regular reporting, acquittals, servicing sponsorships and funding agreements, and maintenance of accurate records of dealings with sponsors</li> </ul>



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## Selection Criteria

### Essential

- A strong knowledge of contemporary marketing techniques and trends, particularly within a theatre, festival or venue context
- Experience in producing engaging content for digital and social media platforms, complemented by strong writing and editing skills
- Experience and/or understanding of online platforms including: Social Media, Mailchimp and Wordpress
- Highly motivated, a self-starter demonstrating initiative, flexibility and resilience under pressure
- An understanding of and a willingness to implement collaborative processes
- Excellent communication skills with artists and with representatives from all the company's key stakeholders
- Experience in managing, leading and supervising people
- Demonstrated ability to prioritise conflicting workloads and the ability to organise by distance, primarily via email and phone
- Experience in working collaboratively with artists and communities, particularly during planning and presentation stages of projects
- A commitment to engaging the Newcastle community in the Festival via venues, artists and employment opportunities

### Preferred

- Previous experience with Crack Theatre Festival or This Is Not Art
- A practical network of contemporary performance practitioners
- Experience negotiating with external contractors including designers, publicists and writers
- Broad knowledge and awareness of international contemporary, emerging, and experimental arts
- Awareness of the challenges and opportunities facing the Australian cultural sector
- Experience and/or understanding of using Photoshop or other graphic design/desktop publishing software
- Experience and/or understanding of Digital video editing
- The possession of (or a willingness to train for) an accredited first aid certificate and driving licence