

POSITION DETAILS

Position Title	Promotions and Communications Coordinator
Position Number	HRIS
Industrial Instrument	SCEC Agreement 2003
Classification	Level 3
Department / Branch	Marketing, Promotions and Communications

POSITION OBJECTIVES

- Coordinating and organising promotions and advertising for The Event Centre's theatre season and entertainment programs;
- Developing and distributing key marketing entertainment collateral including the theatre season programs, entertainment guides, monthly news letters and e-news letters;
- Organising publicity and media releases through newspaper, radio, television, mail outs, e-mail and internet.
- Communicating and co-ordinating a broad variety of membership programs including, Friends of The Theatre (Volunteers), Centre Club Members as well as Centre staff.
- Maintaining effective partnerships with corporate sponsors and key community stakeholders

ORGANISATION ENVIRONMENT

The Events Centre is a multi purpose performing arts facility owned by the Sunshine Coast Regional Council that provides numerous entertainment, cultural, business, meetings, events, recreation and broader commercial activities and opportunities for the local community and visitors to the Sunshine Coast.

The Events Centre is managed by Sunshine Coast Events Centre Pty Ltd an independent venue management company created by Council that seeks to maximise utilisation of Centre facilities at competitive commercial rates while recognising specified community obligations and encouraging increased and wider participation in cultural, conferencing and entertainment events.

KEY RESPONSIBILITIES / ACCOUNTABILITIES

Promotions and advertising:

- Co-ordinate and organise advertising and copy for The Events Centre's upcoming events and entertainment with all media and promotion sources
- Assist Marketing & Development Manager in writing and further developing press releases for print, radio, TV, e-marketing for event and shows
- Email and send out press releases and media kits to media and promotional sources on a regular basis for upcoming activities
- Assist Marketing & Development Manager with continued Promotions & Communication projects as they arise
- Assist Marketing & Development Manager in implementing the annual Promotions & Communications plan
- Work closely with the Programming & Theatre Services Manager in co-ordinating promoters advertising and promotions with all media and promotion sources
- Assist with any other promotional and mail-outs productions for all areas within the Marketing plan

- Assist Marketing & Development Manager with reviewing analytical data and executing the Marketing Plan

Communications and Co-ordination:

- The Centre Club Members
 - Create The Events Centre's newsletter and co-ordinate The Centre Club membership, database, production of regular newsletters, VIP Invitations to specific shows, joint local promotional discount specials, co-ordination of bi-annual Centre Club functions.
 - Produce and send out Sunshine Morning Melodies mail-outs in accordance with the Promotions & Communications plan.
- Sponsors and Key Clients
 - Assist the Marketing & Development Manager and General Manager with all administration of sponsorship packages and communication to sponsors and key clients and manage the administration of all Sponsorship packages.
 - Organise and administer Sponsorship invitations to key events and shows and ensure all obligations we have advised in sponsorship packaged are complied.
 - Working with the Marketing & Development Manager to ensure promotional logos and literature are correctly displayed and implemented in all The Events Centre promotional collateral and on internet
- Friends of The Theatre (Volunteer Program)
 - Working with the Programming & Theatre Services Manager to create The Events Centre's '*Friends of The Theatre Newsletter*'
 - Co-ordinate Friends of The Theatre rosters, management of their incentive program, database, production of regular newsletters, VIP Invitations to specific shows, joint local promotional discount specials, co-ordination of bi-annual Friends of The Theatre functions.
 - Welcome the 'Friends of The Theatre' and co-ordinate their activities for the day
 - Co-ordinate the further training and development of 'Friends of The Theatre'

Accountability, Independence and Influence

The incumbent reports directly to the Marketing & Development Manager and works closely with the Programming & Theatre Services Manager. The incumbent also liaises with all other staff and department teams within The Events Centre. Other key team responsibilities include:

- Participating as a member of the Sunshine Coast Events Centre team, developing and utilising effective communication with other staff, contributing to the development of Centre
- To understand the principles of equal employment opportunity, health and safety in the workplace, and apply these in all interactions; participating in activities and programmes; and by reporting on conditions liable to impact on the well-being of patrons or employees.
- To supervise work experience, interns and volunteer participants on a regular basis to ensure a satisfactory learning experience for the participant.

Judgement and Decision-Making

The incumbent is expected to exercise discretion in relation to inquiries, requests, sales and marketing activities seeking direction from the Marketing & Development Manager when necessary. The incumbent's decision will impact upon the effectiveness of The Event Centre, its staff and the level of income generated through key services.

WORKPLACE HEALTH & SAFETY

1. Ensure all work is carried out in accordance with the obligations detailed in the Workplace Health & Safety Act & Regulations.

2. In accordance with the Council's Safeplan an Employee must ensure that they do not place themselves or others at risk of injury or illness. This obligations will be meet by:
- Adhering to WH&S obligations and adopt sound work practices;
 - Following all safe working procedures and practices designed for the work;
 - Eliminating, reporting or advising their supervisor to avoid, eliminate or minimise potential hazards when they become aware of a potential hazardous work related condition or practice;
 - Ensuring that instructions to protect their health and safety are followed and all personal protective equipment provided is used and maintained; and
 - When requested assist the supervisor and other workers in the risk assessment of workplace hazards.

REPORTING ARRANGEMENTS

Reports to: Marketing & Development Manager

Team Leadership / Marketing Interns
Supervision:

Internal Liaison: Programming & Theatre Services Manager

External Liaison: Community leaders and business owners, media groups, arts organisations, sponsors, business partners, government organisations

DELEGATIONS

As per The Event Centre's Delegations of Authority relating to Financial; Administrative; Human Resource Management; Workplace Health & Safety (WH&S) and Environmental Management responsibilities.

The WH&S responsibilities of this position are as set out in Sunshine Coast Regional Council's WH&S Management Plan "Safe Plan".

Records management responsibilities of this position are prescribed in Sunshine Coast Regional Council's Recordkeeping Policy.

Financial Delegations: As per The Events Centre's Delegation of Authority Policy

Management of Contracts:

- Website contract
- Graphic design and printing contracts
- Advertising and promotions contracts

Instruments of Appointment: Appointed as an Authorised Officer

SELECTION CRITERIA

- At least two years experience in a marketing position with a proven track record of developing and delivering effective marketing and promotions campaigns;
- A proven ability at developing and implementing promotional strategies that increase service awareness on a local, regional and industry level;
- Strong people skills and a history of working with a broad range of stake holders;
- A proven ability to maximise the marketing budget by the development and implementation of imaginative public relations strategies;

QUALIFICATIONS, LICENCES AND CERTIFICATES, ADDITIONAL REQUIREMENTS

- A tertiary qualification (or equivalent) in marketing
- Computer literate using Microsoft suite;

- Current Drivers License.

POSITION ENQUIRIES

Enquiries in relation to this position should be directed to:

Mr Destry Puia

General Manager– The Events Centre

(07) 5491 4240

events@theeventscentre.com.au

POSITION DESCRIPTION AUTHORISATION

Approved by:

(General Manager)

Date:
