

Position Description MARKETING COORDINATOR

Employer Type	Not-for-profit
Location	King Street Arts Centre, Perth WA 6000 and externally as required
Hours	Permanent contract 30.4 hours per week (0.8FTE)
Reports to	Executive Director
Probation Period:	Six months
Performance Assessment:	Initial three months, then annually.

ABOUT Co3 (pron. Koh-three)

Co3 Contemporary Dance is the State contemporary dance company of Western Australia, based in Boorloo (Perth). We are the resident dance company of the State Theatre Centre of WA on the land of the Whadjuk Nyoongar People.

Driven by excellence and collaboration, we have become a progressive platform for the exchange of ideas and stories that reflect the experiences of our community. Our company presents an annual program of multidisciplinary works with unique physicality and expression. We seek to empower and inspire the next generation of artists through our engagement programs.

CO-LEADERSHIP

Artistic Director & Co-CEO Raewyn Hill
Executive Director & Co-CEO Hilary McKenna

OUR PURPOSE

“To inspire and enrich lives through contemporary dance”

Our purpose is to inspire people and enrich lives through engagement with dance by delivering sector leading, contemporary performance and engagement programs for the people of Western Australia, Australia and beyond.

OUR VISION

“A leading contemporary dance company”

Proudly West Australian, Co3 aims to be recognised as a world class contemporary dance company by 2030. We will do this by progressing the boundaries of the art-form, and through the unique development of our artists. Driven by our connection to the stories and experiences of our people, our place and our communities, Co3 will become a leading, cultural shaping company of the 21st century.



OUR VALUES

The essence of Co3 is defined by our behaviors and actions that are guided by our core values of:

- **Excellence**
- **Integrity and accountability**
- **Sustainable Practices**
- **Entrepreneurial Spirit**
- **Transformation**

EQUAL OPPORTUNITY EMPLOYER

Co3 Contemporary Dance actively strives for diversity in our teams, in the stories we share on stage and across all areas of our operating, programming and interaction with community. The company is an inclusive and safe environment for people from diverse backgrounds. All peoples are considered without regard to age, sex, religion, national origin, sexual orientation or disability. We strongly encourage all nationalities to submit their interest in working with the company when professional opportunities become available and in participating in our youth and education programs.

We recognise there is still a lot more work to be done and will continue to address systemic racism, cultural misappropriation, unconscious bias, access and inclusion. We continue to explore strategies and policies to address this, and to engage in open and safe debate. There are many challenges in the arts and cultural sector right now, more so than ever before. However, as a sector, we must come together and rise to these challenges and always do right by all in our community.

PURPOSE OF THIS POSITION

The Marketing Coordinator is responsible for coordinating and implementing effective marketing, communications, and audience engagement strategies to support Co3's strategic marketing objectives through its artistic seasons, education and outreach programs, and fundraising campaigns.

Reporting directly to the Executive Director, the Marketing Coordinator will work closely with the Executive team and Board, who will support the development of strategy, while the Marketing Coordinator takes the lead in executing, refining, and achieving strategic marketing objectives. This role requires a creative and organized individual with strong communication skills, a proactive approach, and a passion for the arts.

AREAS OF RESPONSIBILITY

Campaign Planning and Execution

- Lead integrated marketing campaigns for Co3's seasons, educational programs, and fundraising.
- Create and manage content for digital, print, and promotional materials; oversee timelines, budgets, and resources.

Audience Development and Engagement

- Grow and engage diverse audiences through social media, email, and website strategies.
- Track audience behaviours and adjust tactics to increase reach and interaction.

Content Creation and Management

- Maintain Co3's social media and digital presence with engaging content in platforms such as Instagram, Facebook and LinkedIn, and WordPress for website updates.
- Distribute e-news and other updates to keep stakeholders informed using platform Wordfly.

Stakeholder Engagement

- Collaborate with internal teams to align messaging; build relationships with external partners, suppliers, and media.
- Coordinate cross-promotions with arts organisations and sector.

Media Support

- Prepare press materials and manage media events with an external publicist for larger campaigns.

Marketing Collateral

- Produce and manage high-quality print materials, overseeing design briefs, quotes, and distribution.

Ticketing

- Create strategies, analyse data, and adjust promotions to boost attendance and revenue.

Analytics and Reporting

- Track metrics to evaluate campaigns and report on performance for strategic adjustments using tools such as Google Analytics or other stated tools above.

Brand Management

- Ensure consistent branding and messaging aligned with Co3's identity as a leading contemporary dance company.

Budget and Resource Management

- Manage the marketing budget, expenses, and vendor relationships to optimise resource use and maintain quality standards.

This position is vital to enhancing Co3's visibility and reputation, fostering deeper community connections, and supporting Co3's purpose to inspire and enrich lives through contemporary dance.

The Marketing Coordinator will play a key role in driving the growth and sustainability of Co3's programs and expanding its audience reach.

Other Duties

- This role will require reasonable flexibility to work outside the normal office hours from time-to-time, including evenings and weekends at peak production periods.
- You may be required to apply for or present a Working with Children Check Assessment.
- Any other duties as reasonably required the Company

Essential Criteria

- A deep appreciation of the arts and its value in our lives.
- Minimum 2 years' experience working in a professional office environment, preferably in marketing role.
- Highly organised and ability to meet deadlines and manage several projects at the same time and with accuracy, displaying strong time management skills.
- Display highly developed written and verbal communication skills.
- Be able to work effectively both collaboratively, as well as independently.
- Display high quality customer service.
- Technological fluency – MS Office: Word, Excel, PowerPoint and Outlook; Canva; Social Platforms: Facebook, Instagram, LinkedIn; Web marketing platforms: Wordfly, WordPress.

Desired

- Working knowledge of Adobe Suite (InDesign, Photoshop etc)
- Working knowledge of cloud-based storage (Specifically SharePoint)

HOW TO APPLY

If you believe you're right for the role, please send your application by email to jessicar@co3.org.au by **5pm (AWST) Tuesday 17 December 2024** with "Application | Marketing Coordinator" in the subject line.

Your application must include:

- A statement (1-2 pages) outlining why you would like to work at Co3 and how your skills and experience address the requirements of the role.
- CV, including the names and contacts of at least two (2) professional referees.

Applications that do not address the responsibilities & skills required for the role will not be considered.

For more information about Co3, visit www.co3.org.au or contact Jessica Rogerson, Company Manager at jessicar@co3.org.au.