



## Position Description

# Marketing & Business Development Manager

<b>Position Title:</b>	Marketing & Business Development Manager
<b>Reports to:</b>	CEO
<b>Direct reports:</b>	
<b>Status:</b>	Permanent Part-time
<b>Hours of work:</b>	21 hours per week Flexible working arrangements available.
<b>Award:</b>	Social, Community, Home Care and Disability Services Industry (SCHADS) Award 2010
<b>Classification:</b>	SCHADS Level TBC
<b>Last updated:</b>	August 2020

## Purpose:

This is a new role designed to support work closely with CEO to strategically identify, approach and develop partnership opportunities with social purpose organisations, funders and government in order to secure funding support to grow the impact of Milk Crate Theatre programs. This position will also support implement the roll out of new branding, manage our website, socials and ongoing marketing & communications as well as delivering our fundraising activity and donor database.

## Key Accountabilities:

Accountability:	Responsibilities:
<i>Strategic</i>	<ul style="list-style-type: none"><li>Contribute to strategic and operational planning of Milk Crate Theatre in conjunction with the CEO and Head of Social Impact to ensure we are delivering on MCT mission and vision.</li></ul>
<i>Business Development</i>	<ul style="list-style-type: none"><li>Work with CEO to strategically identify, approach and develop partnership opportunities with social purpose</li></ul>

	<p>organisations, funders and government in order to secure funding support to grow the impact of MCT programs (both participants and audience impact).</p> <ul style="list-style-type: none"> <li>• Grow our social impact by increasing our participant volumes and number of programs offered in conjunction with the Artistic Director and Head of Social Impact.</li> <li>• Responsible for business development database and tracking of relationships.</li> <li>• Engage Artistic Director and Head of Social Impact to develop program proposals for partnerships.</li> <li>• Ability to develop budgets and price program opportunities.</li> <li>• Work with Artistic Director and Head of Social Impact to launch successful programs in partnership.</li> </ul>
<i>Marketing</i>	<ul style="list-style-type: none"> <li>• In consultation with the CEO, undertake a rebranding project to reposition MCT branding in line with our new strategic plan.</li> <li>• Create and implement a marketing and communications plan to raise the profile of MCT, share our social impact and build participant numbers in our programs.</li> <li>• Work with Artistic Director to grow our audience reach and their quality by focusing on audiences who are in positions to influence public policy or design which impacts our community.</li> <li>• Manage the development of all MCT marketing collateral including program materials, Annual Report and Annual Review.</li> <li>• Manage the design and production of MCT website including the coordination and implementation of updates as required.</li> <li>• Manage all MCT social media platforms and content creation for social media.</li> <li>• Coordinate content and distribute Milk Crate Theatre's e-newsletter.</li> </ul>
<i>Fundraising</i>	<ul style="list-style-type: none"> <li>• Support CEO in the development and implementation of the annual fundraising plan for Milk Crate Theatre.</li> <li>• Manage the grants calendar and work with CEO, Artistic Director and Head of Social Impact to pull together funding applications to meet deadlines.</li> <li>• Coordinate annual appeals to our database of donors.</li> <li>• Work with CEO to manage relationships with key donors.</li> <li>• Manage donor database and ensure timely receipting and donor thanking.</li> <li>• Work with the CEO to coordinate fundraising events.</li> </ul>
<i>Partners &amp; Stakeholder Management</i>	<ul style="list-style-type: none"> <li>• Establish and maintain effective relationships with participants and stakeholders to ensure our programs are effectively delivering on creative and social impacts.</li> <li>• Develop and foster long-term relationships with Arts organisations from across the sector, funders and government to ensure effective program delivery, investigate opportunities for partnership and co-production and to provide support to the CEO and</li> </ul>

	<p>Marketing/Business Development Manager when engaging around our Artistic Impact.</p> <ul style="list-style-type: none"> <li>• Provide management and mentorship to the Facilitating Artist team.</li> </ul>
<i>Impact Measurement &amp; Reporting</i>	<ul style="list-style-type: none"> <li>• Coordinate acquittals calendar and support Artistic Director, Head of Social Impact and CEO to prepare funding acquittals on time and to the highest possible standard.</li> <li>• Report on Fundraising &amp; Business Development activity including analysis of return on investment.</li> </ul>
<i>Administration</i>	<ul style="list-style-type: none"> <li>• Contribute to the effective operations of the office and administrative functions.</li> <li>• Coordinate volunteers to support administration and project requirements.</li> <li>• Resolve issues as and when necessary to ensure optimum efficiency and effectiveness of Milk Crate Theatre.</li> </ul>

## Selection Criteria

### ***Essential***

1. Relevant tertiary qualifications and minimum of three years working in a Marketing & Business Development position.
2. Experience developing a brand and implementing marketing and communications plans on a tight budget.
3. Strong experience in digital marketing including websites, social media and e-news platforms.
4. Experience managing successful fundraising activities including events and campaigns.
5. A track record of preparing successful project funding applications and proposals.
6. Experience in project management, including managing budgets, staff and resources to successfully deliver campaigns or events.
7. A high level of autonomy, personal integrity and demonstrated good judgement tempered with the understanding of when to seek appropriate guidance.
8. Demonstrated ability to work under pressure, problem solve, take initiative and negotiate.
9. Good interpersonal and relationship skills that includes working collaboratively in a team environment and with various stakeholders including social purpose organisations, government and artists.
10. Excellent written, oral and verbal communications skills.
11. Current NSW Driver's Licence, Working with Children Check and Criminal Record Checks.

### ***Desirable***

- Experience working in an arts or community centre
- First Aid certificate
- Mental Health First Aid certificate