



Friends of the Australian Ballet

Position Description

Events and Marketing Manager

Reports to:	The General Manager
Type of Employment:	Part Time (3 days per week)
Hours of Employment:	Combination of office hours and out of office hours for meetings and events
Salary:	\$80,000 plus Superannuation (pro rata for 3 days per week)
Location:	The Rocks, Sydney

ORGANISATION OVERVIEW

The Friends of the Australian Ballet (FAB) is an independent, not-for-profit, membership-based company limited by guarantee, established in 1973 that has been connecting members and inspiring ballet audiences for almost 50 years. Our goal is to make ballet accessible, inviting and inclusive by connecting ballet lovers to The Australian Ballet Company through behind-the-scenes information, access and events.

FAB is the principal support organisation for the Australian Ballet in NSW and is committed to developing talent through projects and scholarships with The Australian Ballet (TAB), and students of The Australian Ballet School (TABS).

The principal activities of FAB are:

- Creating a community of friends and ballet lovers by offering behind-the-scenes access to the world of dance through dress rehearsals, events and member engagement.
- Fund raising through events, including dress rehearsals by TAB at the Sydney Opera House, to support TAB and TABS.
- Building the profile of FAB and delivering strong and diverse membership growth to ensure the continued support to TAB and TABS.

FAB works closely with teams from TAB and TABS to deliver events and activities in association with the programs of both of these organisations. 2023 will mark the 50th anniversary of FAB and the 60th anniversary of TAB and will provide a significant opportunity for fundraising and membership growth.

FAB is managed by two distinct part-time positions. These roles are the General Manager and the Events and Marketing Manager. The General Manager reports directly to the Chair of FAB. Both roles work closely together as an effective, efficient and unified team, with a degree of independence and self-direction based on individual professional experience and skillsets. Success of this team also requires a significant degree of sharing and follow-through of tasks and maintaining a support for each of the roles.

The General Manager is responsible for:

- The comprehensive operational management and administration of the organisation, including business and office systems, legal and contract management, regulatory compliance, human resource management, financial planning and reporting.

- Membership services including renewals, phone service, enquiries and promotions, working with the Events and Marketing Manager to develop the monthly newsletter publication and other general member communications.

PURPOSE OF THE ROLE

The primary purpose of the Events and Marketing Manager is to successfully plan, budget, manage and execute the annual program of FAB events, with a particular emphasis on selling out all dress rehearsals. To develop and implement the marketing strategy to support the organisation, members, and individual events, and support business development through the diversification and growth of membership including developing retention and renewal strategies and seeking external partnerships.

This role is also responsible for the ongoing measurement, reporting and process improvement of these functions.

KEY ACCOUNTABILITIES

Marketing

- Develop, implement and evaluate organisation and event specific marketing and communication strategies, to ensure the correct positioning of the organisation in line with the organisational strategy;
- Create and deliver innovative and results-driven marketing and communication plans to ensure that demand for events is met via ticket sales;
- Through targeted marketing campaigns and membership engagement programs, grow and diversify FAB membership, supporting strategic priorities and engagement targets;
- Develop and execute specific communications with FAB donors;
- Execute the marketing and communication plans, including the development of a range of engaging marketing collateral, content and campaigns, and include a focus on the effective use of social media and digital marketing tactics;
- Content manage the FAB website and social media platforms and write creative, engaging and accurate content for the promotion of FAB events, ensuring brand values and guidelines are demonstrated and complied with consistently through all communications;
- Create proposals for the procurement/engagement of services to support communications needs and manage these services, including graphic design;
- Lead media and PR as required;
- Develop a balanced scorecard of KPI's and targets for each marketing/event campaign. Measure and report on performance and take pre-emptive/corrective action as appropriate.

Event Management

- Plan, budget, manage and deliver annual program of events (including Dress Rehearsals and other FAB events);
- Work with the FAB Council to develop an innovative and engaging annual program of events to engage current members and attract new members across target member segments
- Plan, execute and report on events using established event/project management programs, processes and tools
- Manage budgets and costs to support both the organisational marketing strategy and individual event budgets
- Develop, execute and report on event risk management to the FAB Council (including financial risks);
- Develop and execute strategies to sell tickets for dress rehearsals and events including selling tickets to groups and other dance partners
- Research, liaise and negotiate with venues and other key suppliers to ensure the best prices and services for FAB events;
- Research and liaise with suitable event guests, with the assistance of TAB and TABS, or through external contacts;

- Manage the event guest lists (including catering, table seatings and special requests)
- Manage venue catering, signage, logistics planning, AV and other technical suppliers
- Manage and liaise with event sponsors/partners and stakeholders
- Research, develop and nurture commercial sponsorship relationships to seek income/contra funding to support events and support the growth of the FAB brand
- In conjunction with the General Manager, seek public sector funding, in line with the organisational strategy
- Provide on-site management and control during set-up, delivery and post event management for all events
- Solicit and/or evaluate feedback from events and take appropriate action as required for future events.

Other

- Gather, analyse and present structured information for use by the FAB Council and external stakeholders for organisational planning and strategy
- Manage the FAB member data lists ensuring adherence to the FAB Privacy Policy and other organisational data management policies are adhered to when using or managing member data and obtain appropriate permissions as required
- Procure services in line with relevant FAB procurement policies and procedures, including working with preferred suppliers
- Engage and manage marketing interns
- Ensure all activities are recorded onto the customer relationship management system (CRM) in accordance with FAB operational standards and processes
- Attend, develop the agenda and take minutes for the monthly Events and Marketing meeting (and other meetings as required)
- General administrative duties including phone and email ticket sales and memberships enquiries and other office duties in conjunction with the General Manager.

KEY CHALLENGES

- Developing effective relationships with all key stakeholders, including TAB and TABS, whilst representing the interests of FAB
- Balancing the diverse needs of multiple stakeholders (internal and external)
- Growing the diversity of memberships and developing a program to service this diversity
- Balancing the daily operational needs with creative and lateral thinking and the ability to plan, budget, track and evaluate the marketing and event strategy over time.

ORGANISATIONAL RELATIONSHIPS

Internal

- FAB General Manager.
- FAB Interns and Volunteers.
- FAB Members and other patrons.
- FAB Council and Councillors.
- FAB Events and Marketing Committee (as a Sub-Committee of the FAB Council)

External

- Marketing and events suppliers and providers.
- Management and personnel liaison with TAB (Sydney and Melbourne) and TABS
- Other TAB and TABS support organisations (chapters) located in South Australia and Victoria.
- TAB and TABS Subscribers, Donors and Supporters.

- Sponsorship, promotional and in-kind supporters.
- Venue operators and venue service providers.

ROLE DIMENSIONS

Judgement and Decision Making

- The Events and Marketing Manager is expected to be self-directed and pro-active in line with professional experience and qualifications while working within the established guidelines of the position and FAB policies and procedures
- The exercising of discretion and decision making in order to maintain high quality outcomes is expected
- Decisions which may require a deviation from standard procedures, or which are perceived to present a risk to the business, relationship or self, should be referred to the General Manager and/or the FAB Council
- Recommendations regarding event viability and logistics are made by the Events and Marketing Manager to the General Manager or FAB Council for approval and for implementation by the Events and Marketing Manager.

Essential Requirements and Skills

- Excellent written, verbal and communication skills
- Communicate effectively and source, build and maintain positive and productive relationship with internal and external stakeholders
- Excellent attention to detail;
- Flexible, pro-active team player approach and attitude
- A professional and mature approach towards managing workflow and workload
- The ability to influence and negotiate
- Exceptional organisational and time management skills with ability to manage multiple tasks and multiple projects
- Working understanding of Intellectual Property rights including Copyright, Moral Rights and use of images
- Professional approach and good self-presentation
- Entrepreneurial and creative thinking
- Lateral thinking and problem solving
- Experienced in using marketing, communication and event/project management tools including; Mailchimp, Adobe Design, Canva, Hootsuite, Planoly, Asana and CRM and ticketing platforms;
- Some after hours and weekend work will be a requirement of this position.

KEY SELECTION CRITERIA

- A degree in Marketing, Event or Project Management or related discipline;
- Five+ years marketing/events/project management experience in events, theatre, entertainment or related industries;
- High level applied knowledge of the marketing and sales functions sales of a membership or customer focussed organisation;
- Demonstrated experience in event planning, project management and implementation;
- Demonstrated experience in researching, developing and implementing organisational and event marketing strategies;
- Experience working with a small team and Board/Council relationship management.

This position description serves to illustrate the scope and responsibilities of the role and is not intended to be an exhaustive list of duties. The position will be expected to perform other job-related tasks requested by the General Manager or the FAB Council, and as necessitated by the development of this role and the development of the FAB.

HOW TO APPLY

Applications should respond to the position description, and address the selection criteria and include:

- A covering letter and current CV (no more than 3 pages)
- The names and contact details of two referees

Applications should be submitted as a PDF document with your name and the position title as the document's name and emailed to admin@fab.org.au. Please ensure that the subject of the email reads as "Events and Marketing Manager application: name of applicant"

Due to the high volume of expected applications, only shortlisted applicants will be contacted personally. Should you have any further questions regarding this position please contact admin@fab.org.au