**Position Description**

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| **Position title:** | **Live Performance Audience Development Officer** |
| **Work location:** | Civic Theatre Newcastle  |
| **Directorate:** | Creative & Community Services  |
| **Reports to:** | Manager Civic Theatre  |
| **Direct reports:** | Nil  |
| **Salary Point:** | SP12 |
| **Decision making:** | Level 6 Management Hierarchy  |
| **Date revised:** | February 2022 |

**Council Overview**

City of Newcastle employs over 1,200 staff and is responsible for a local government area of 187km. Newcastle is both the cultural and economic centre of the Hunter region. Our organisational structure consists of four directorates, each linked to the four themes of our Community Strategic Plan (CSP):

1. City Infrastructure
2. Corporate Services
3. Creative and Community Services
4. Planning and Environment

The Civic Services Service Unit is part of Creative & Community Services Directorate and this role reports to the Manager Civic Theatre.

**What’s it like working at the City of Newcastle?**

We are focused on making a difference in our community and achieving our vision of***creating a liveable, sustainable, inclusive global city***. We are proud to deliver services valued by our community. People come first at the City of Newcastle, which means providing employees with meaningful work and capacity for work life balance. As a large local organisation, the City of Newcastle offers its employees the opportunity to develop in their current role, grow into future opportunities and reach their full potential.

Our organisation’s values are **Cooperation, Respect, Excellence and Wellbeing** which are underpinned by our behaviours of courage, trust and pride. Together, our values and behaviours support our decision making as well as our day-to-day interactions.

We value diversity of thought, and we focus on equity in the workplace. We are committed to creating an inclusive workplace culture where everyone feels respected, safe, and valued so they can be themselves and fully contribute their opinions and perspectives to the success of the organisation.

**What’s the focus of this position?**

The Audience Development Officer is responsible for building audiences for all forms of live entertainment presented by Civic Theatre. The position manages the design and delivery of promotional campaigns across all media for all live performance in any venue, whether produced by venue hirers or internally produced by Civic Theatre. The position works closely with the Marketing and Business Development Coordinator for cultural venues, and with Civic Theatre team members, including venue hire, programming, ticketing and sales staff. The position is the key point of contact for live performance hirers in relation to show promotions and provides expert advice and assistance to identify and reach audiences and maximise ticket sales.

**What you will be doing:**

* Design and implement targeted promotional campaigns and tactics to drive sales of live performance, including digital marketing, print and online collateral, advertising, EDMs and publicity.
* Implement audience development activities to stimulate engagement with live performance and generate sales. Includes acting as key point of contact for hirers, schools and community groups.
* Provide professional and efficient promotional services to live performance venue hirers, maximizing revenue for the Theatre.
* Work with hire clients to develop bespoke promotional plans, providing access to data and assist with campaign delivery. Cost and provide quotations to hire clients for this work and meet revenue targets for on-sold campaign assistance.
* Invoice hire clients for all relevant costs for promotional services provided in accordance with published fees and charges.
* Manage all work within agreed budget and timelines and budget and control expenditure for promotions for all Civic Theatre-produced live performance.
* For the Civic annual season subscription - set income targets, plan and execute promotional campaigns and measure effectiveness.
* Update and manage the Civic Theatre website and online social media presence and schedule and manage content for digital screens and print in the performance venue.
* Source and support suitable advertising opportunities to generate income and increase reach. Monitor and research audience trends and behaviors, and gather data to support marketing strategies and inform programming, including through regular customer surveys
* Build product and marketing awareness among internal staff including ticket office and customer experience team members.
* Any other accountabilities or duties as directed by the Manager which are within the employee’s skill, competence, and training.

**The essentials you’ll need:**

* Degree qualifications in marketing, communications, digital marketing or public relations and/or a minimum of five years successful marketing experience in live performance including knowledge of publicity and media relations.
* Knowledge of market segmentations and experience in developing activities to engage and attract audiences.
* Demonstrated high level written and verbal communication skills.
* High level of computer literacy, particularly in areas of database management, website content management, social media skills and MS Office.
* Competence in essential digital design skills.
* Demonstrated experience in production of newsletters and EDM's.

**Other valuable skills you may have:**

* Experience in liaising with school and/or community groups.
* Experience in modern ticketing and electronic event/venue management systems.

**We’ll encourage you along the way**

We will partner with you to support your performance and ongoing development to ensure you are fully prepared for future challenges as this position and our organisation adapts and evolves.

 *I acknowledge that I have read and understood the requirements and responsibilities of this position as detailed in the Position Description (PD) and have discussed the PD with my Manager.*

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| **Employee Name:** |  |
| **Employee Signature:** |  |
| **Date:** |  |