



Music Theatre & Opera

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IHOS ABN 35 054 252 907 ACN 054 252 907

Dear Applicant,

Thank you for expressing your interest in the position of **marketing coordinator** at **IHOS Music Theatre & Opera**

This document contains a copy of the full position description including the selection criteria. Please include in your application, a cover letter, your response to each of these criteria and your curriculum vitae.

Your application should be received by IHOS Music Theatre and Opera no later than **5pm on Friday 21 March 2008**.

Email a Word or PDF document to info@ihosopera.com. We will contact you to confirm receipt of your application.

Should you have any further queries, please contact Marianne Fisher on 0407 316 524 or email info@ihosopera.com

Kind regards,

Marianne Fisher
Producer
IHOS Music Theatre & Opera

POSITION DESCRIPTION – Marketing Coordinator

ABOUT THE POST

This position exists to service the delivery of IHOS Opera's Marketing Plan

Salary

\$50,000 per annum pro rata, plus on costs

Conditions of Employment

Part Time, 0.4 FTE (flexible hours)

12 month contract, proposed start date by negotiation, 2008

Employment agreement is made in accordance with the Tasmanian Industrial Relations Act (1984).

COMPANY BACKGROUND

IHOS is a music theatre and opera company that creates and presents innovative Australian works and provides opportunities for emerging composers, performers and audiences

IHOS is a performing arts company with an international reputation for original music-theatre and opera. Works are multicultural, multilingual and exploit multiple art-forms, blending voice, dance and sound with installation art and digital technology.

COMPANY GOALS: *CREATE, EDUCATE, INNOVATE, ENGAGE, DELIVER*

- To create and present Australian music theatre events, including new work and repertoire, of high artistic quality that both challenge and satisfy artists and audiences alike.
- To educate singers, composers and audiences through a program (IHOS Laboratory) which offers skills development, training, nurtures future performers and generates new work.
- Improve participation and access to music theatre & opera through innovation in a range of traditional and new media in distribution and advocacy.
- To engage with audiences and build a strong company profile within the community nationally and internationally.
- To deliver programmes effectively using best practice in production, governance and management

POSITION OBJECTIVE

To deliver on the existing objectives of IHOS marketing plan and assist in the development of further strategies directly in relation to engaging with IHOS' key stakeholders

Marketing objectives

- To achieve high customer satisfaction in a unique performance experience through staging new works and repertoire
- Raise at least \$16 000 in donations and fundraising in 2008
- To attract an average of 10% increase in first time attendees to all performances
- To build an average attendance percentage of capacity from 70% to 80% over three years.

POSITION DESCRIPTION

- Develop and implement marketing activities to deliver agreed key outcomes in accordance with IHOS Marketing strategy and individual project plans as required
- Assist in the ongoing implementation of IHOS CRM strategy
- Develop and maintain an effective customer relationship database
- Monitor and distribute external market research to key stakeholders
- Develop, collate and distribute internal market research
- Develop business case framework to secure funding for projects
- Develop communications and media policies
- provide reports to the Board as requested.

LEVEL OF RESPONSIBILITY

No staff responsibilities are attached to this post.

DIRECTION/SUPERVISION RECEIVED

The Marketing Coordinator is directly responsible to the Producer

SELECTION CRITERIA

1. Ability to analyse, document, research, make recommendations and present information clearly in a range of formats
2. Strong report writing skills and the ability to produce high quality documents that are clear, accurate and concise for a wide variety of audiences such as media releases, board reports and promotional copy.
3. Ability to communicate and liaise effectively with a wide range of stakeholders
4. Ability to meet agreed outcomes within a specified time frame and assigned budget
5. Experience in the use of relevant software applications for database management, budgeting and marketing communications .
6. Clear understanding of audience development, arts marketing, fundraising (public and private sector) and an interest in live performance.

QUALIFICATIONS & REQUIREMENTS

Essential Requirements:

- Proven professional experience in marketing and customer relationship management.
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Desirable Requirements:

- Experience in the arts and arts marketing.
- Tertiary qualification in the relevant disciplines

Referee reports will be required from previous employers for shortlisted candidates