

ReelDance  
245 Wilson Street  
Eveleigh NSW 2042  
PO Box 914 Newtown NSW 2042



Position: Marketing Manager  
Basis of employment: Part-time 2 days a week (total hours 15.2 hours)  
commencing February 2010  
Salary range: \$55,300 (pro rata) plus 9% superannuation fixed term contract.  
Employment conditions: Four weeks (pro rata) annual leave.

### **About ReelDance**

ReelDance is an internationally recognized arts organisation supporting innovative creative practice that works across different disciplines at the cutting edge of dance, film and new media art. In May 2010 ReelDance will launch its 6<sup>TH</sup> ReelDance International Dance on Screen Festival at Carriageworks in Sydney and tour to 13 venues across Australia and New Zealand. Other activities include professional development for those working in the field of dance on screen through workshops and forums, creating distribution opportunities for Australian dance filmmakers, and curate programs of single and multi-screen works for exhibitions and other festivals.

### **Purpose of the Position**

The overall purpose of the Marketing Manager position is to roll out the ReelDance Festival marketing strategy for 2010 inline with the developed timelines and budget. This includes managing ReelDance's creative agency, project managing the production timeline, providing content for all marketing material and contributing to ReelDance's online and community development efforts. The Marketing Manager will provide high level support to the Director to realise the our goals within the operational and budgetary constraints of the organization.

### **Reporting Structure and Working Relationships**

The position reports to the Director; works closely with Administration Manager, Production Manager, Resources Coordinator and Finance Officer; and involves liaison with ReelDance stakeholders including the touring partners, art makers, sponsors, suppliers and supporters.

### **Key Accountabilities**

#### **In relation to the 2010 Festival and Tour:**

- Manage ReelDance's creative agency.
- Develop copy for marketing collateral.
- Manage marketing of the Festival Launch, Artbus and workshops timelines ensuring deadlines are met.
- Proactively drive social marketing.
- Develop database contacts of ReelDance partners and advocates.
- Assist Publicist with content requirements.
- Liaise with external parties including co-presenters.
- Work closely with and ensure the Director, Production Manager, Administration Manager are fully briefed about issues which may impact ReelDance in any way.
- Marketing administration as required.
- Any other duties as may be reasonably required in the course of the contract or as instructed by the Director from time to time.

## **Selection Criteria**

### **Essential**

- Minimum 3 years marketing communications experience, preferably working on a touring festival, with the ability to work independently and with confidence in own ability.
- Proactive and can do attitude as you will be working autonomously in a small, busy team.
- Highly organised and able to drive projects effectively.
- Excellent communication and interpersonal skills and high calibre administrative and organizational skills.
- Management of a marketing budget.
- Excellent computer skills with sound knowledge of Macintosh.
- Proficient in Microsoft Office.
- Knowledge of database software including FileMaker Pro
- Ability to work in a small team and multi-task
- Demonstrated ability to implement a project and follow through to completion

### **Highly Desirable**

- Copywriting and arts marketing experience
- Experience in event organization/coordination
- Experience within the artistic community
- Knowledge of and interest in dance, film and/or new media

### **Application Requirements**

1. Curriculum Vitae (maximum 2 pages)
2. Cover letter addressing selection criteria where applicable (maximum 1 pages)
3. Contact details for two (2) Referees
4. Availability for commencement

**Application Closing Date Tuesday 16<sup>th</sup> February 2010 close of business.**

Applications should be addressed to the Administration Manager Emma Thomson and sent to PO Box 914, Newtown NSW 2042 or emailed to [admin@reeldance.org.au](mailto:admin@reeldance.org.au)

For enquiries please contact Emma Thomson at [admin@reeldance.org.au](mailto:admin@reeldance.org.au) or (02) 8571 910