
Position Description

Role: Marketing & Development Manager

Reports to: General Manager

Liases with: Producer, Box Office, Event & Functions Coordinator, Sunnybank Community and Sports Club, performers and event presenters, businesses and community organisations.

ABOUT SUNPAC

SunPAC is Brisbane southside's premier performing arts and cultural centre. The architecturally striking, creative heart of Sunnybank, SunPAC is the focus of year-round arts, entertainment, shows, business events and community celebrations, bringing people of all ages and cultures together to enjoy a variety of performances and events. SunPAC's professionally equipped, multi-purpose theatre, cultural community hub and functions venue set the stage for an inspiring program of arts and entertainment ranging from international artists and household names to local performers and dedicated education and family programs that engage and connect the local community with the best of arts and entertainment.

The venue includes a 300-seat theatre, box office, Skyview Foyer, private meeting/rehearsal room, alfresco SunPAC Green and free undercover parking. SunPAC is co-located, and has a close working relationship, with the Sunnybank Community and Sports Club (SCSC) and is proudly supported by Brisbane City Council.

ABOUT THE JOB

As the 'voice' of SunPAC, you will develop and implement marketing and communication strategies to promote SunPAC events and services which support the growth of the Centre's business and its value to the community through partnerships and sponsorship. The role is both strategic and operational, helping to identify and reach audiences, customers and venue hirers, set goals and meet company KPIs.

You are well versed in developing and implementing digital and social marketing, advertising and publicity campaigns. You will develop relationships and partnerships which connect the venue to the local community, businesses and schools to grow the commercial interests of the Centre, secure sponsorship, build profile and strengthen its value as a community hub and meeting place.

KEY RESPONSIBILITIES

Marketing

- Develop marketing and communication plans and strategies for SunPAC's program of arts, cultural, educational and civic events, and venue hire facilities and services.
- Develop and implement marketing and communication campaigns primarily based on web, digital and social media platforms to increase awareness of SunPAC events and promote tickets sales and venue hire.
- Arrange and manage graphic design for digital and print.

- Work creatively to leverage partnerships which promote SunPAC to the local community and beyond, including engaging with priority venue hirers and the Brisbane City Council marketing and communications team.
- Analyse web, digital and social media campaigns to inform future marketing and publicity strategies and achieve best return on investment.
- Provide bi-monthly marketing reports to the General Manager for presentation to the Board.
- Arrange translation of bilingual marketing material if required.
- InDesign, Canva or equivalent experience producing marketing materials is an advantage but not essential.

Development

- Promote and represent SunPAC and its activities to the local community and businesses to grow SunPAC's profile and secure sponsorship.
- Attend SunPAC events and venue hire functions, as appropriate, to represent the organisation, promote events through social media, meet stakeholders and nurture current and potential partnerships and sponsors.

SELECTION CRITERIA

- A formal qualification in marketing, communication or similar and a minimum of two (2) years' experience in a marketing, communication, development or similar roles.
- Proven ability to create marketing, communication and publicity strategies and deliver digital, marketing campaigns including copy writing and coordinating artwork and design.
- Demonstrated success increasing attendances at cultural or commercial events and programs or equivalent.
- Experience supporting business and commercial growth within the cultural and community or not for profit sector.
- Experience working and engaging effectively with multicultural communities and audiences.