



Job title	Marketing Manager (Maternity Leave Cover)		
Team	Development and Audiences	Terms of Engagement	Individual Employment Agreement. Six-month contract, full time
Reports to	CE (or nominee)	Hours of Work	40 hours per week
Date	November 2018	Tier	3

Purpose of the Role	To devise and implement strategies and policies aimed at the efficient, effective and profitable marketing of the Company's productions and events, and to grow audiences year on year.
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The Court	<p>Hidden in Christchurch's suburb of Addington is New Zealand's largest theatre company. In its post-earthquake refuge "The Shed" - an old grain shed - is a magical world of happiness, laughter, drama and intrigue.</p> <p>Inside the walls of "The Shed" is a diverse and dynamic company of 60 permanent staff plus hundreds of artists and artisans who produce 19 productions each year. Over 150,000 ticket buyers enter The Court each year to feast on the varied offering of theatrical works, all created and produced on-site.</p> <p>The Court has matched the ever-diversifying Christchurch population and creates and supports work for everyone in our community including children and families, for the Tangata Whenua and for Christchurch's growing Pasifika communities. We have a strong education programme and we support new writing for theatre.</p> <p>The Court Theatre is your theatre. Whoever you are. Come and be part of our team.</p>
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Our Vision and Values	<p>Our Vision is to provoke stirring reactions through great theatre experiences that question and celebrate our humanity.</p> <p>What we value: We are a theatre company. We are a creative whanau. We create work that celebrates and questions our humanity. We are united and innovative.</p> <p>Courageous We are a company that works fiercely and bravely knowing that creative reward requires risk. We are not afraid to push into the unknown.</p>
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	<p>Dedicated We are a company that is dedicated to serving the show, knowing that this is the best way to serve our audience.</p> <p>Playful We are a company that finds joy in the work it makes, in working with each other and in affecting our audiences. We know we are at our best when we are playful.</p> <p>Leaders We are a company that is comfortable with the leadership role it plays, as a tastemaker, as a nurturing force and as a totara in the national industry.</p>
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Key Responsibilities
<ul style="list-style-type: none"> • Liaise with artistic, production and box office staff to co-ordinate the effective implementation of the company's marketing strategies • Develop strategies to maintain and improve the company's position in the market place, regionally and nationally, and monitor the performance of productions, events and the season • Manage and co-ordinate the monitoring and analysis of market trends • Have overall responsibility for the company's advertising and promotion activities, including the supply and installation of promotional material including that at point of sale • Prepare marketing budgets for each production for approval and monitor the performance of actuals against budgets • Conduct market research to assist with the development of strategies, and look to continually improve the performance of ticket sales to market segments • Effectively manage, coach and mentor, the marketing team • Work collaboratively with other managers to ensure that sales in all cases are maximised.

Core Competencies	
Leading and deciding	<ul style="list-style-type: none"> • Making decisions • Taking responsibility • Acting with confidence • Acting on own initiative • Taking action • Taking calculated risks
Creating and conceptualising	<ul style="list-style-type: none"> • Learning quickly • Gathering information • Thinking quickly • Encouraging and supporting organisational learning • Managing knowledge
Organising and executing	<ul style="list-style-type: none"> • Setting objectives • Planning • Managing time • Managing resources

	<ul style="list-style-type: none"> • Monitoring progress
Organising and Executing	<ul style="list-style-type: none"> • Focusing on customer needs and satisfaction • Setting high standards for quality • Monitoring and maintaining quality • Working systematically • Maintaining quality processes • Maintaining productivity levels • Driving projects to results

Key skills and expertise
<ul style="list-style-type: none"> • Extensive marketing experience in both an arts company and a commercial environment • Relevant tertiary qualification (degree or higher) in a marketing discipline • Effective leadership and motivational skills • Sound knowledge of contemporary marketing methods • Sound knowledge of contemporary managing methods • Advanced industry knowledge • Effective sales and negotiation skills • Advanced knowledge of Microsoft Office packages including excel • Some experience with Adobe packages • Familiarity and experience with CRM databases • Ability to communication, both verbally and in written word form

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