

## Marketing & Access Coordinator Position Description

<b>Position</b>	Marketing & Access Coordinator
<b>Reporting to</b>	Marketing & Development Manager
<b>Salary Range</b>	Available on request
<b>Position type</b>	0.3 EFT (15.2 hours or 2 days per week) in-office, Tuesdays & Thursdays
<b>Contract duration</b>	12 months with view to extend; three-month probation period.
<b>Entitlements</b>	Standard superannuation of 11.5%, increasing in line with super guarantee. 20 days annual leave per year pro rata, and 10 days personal leave per year pro rata. Polyglot operates a time in lieu system for any out of hours work required.

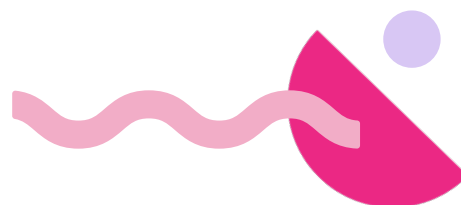
## About Polyglot Theatre

Polyglot Theatre is a world-renowned contemporary theatre company based in Melbourne/Naarm making exceptional arts experiences for children aged 0-12 and their families. Our artistic and philosophical approach of child-centred practice has earned us a strong reputation at home and abroad as a leader in the theatre for young audiences (TYA) sector, celebrated for creating distinctive, participatory and inclusive works that are playful and conceptually rigorous. The Polyglot team comprises ten full and part-time staff, alongside many contract artists, creatives and production staff. For more information, please visit our website: [polyglot.org.au](http://polyglot.org.au)

Polyglot is invested in building workplace diversity across all levels of our organisation, and to continually increasing the accessibility and inclusivity of our practice. We strongly encourage and welcome applications from First Nations people, people with disability, people who are Deaf and/or hard of hearing, people from culturally and linguistically diverse backgrounds, people who identify as LGBTIQ+, and people who have caring responsibilities.

## Position Overview

Reporting to the Marketing & Development Manager, the Marketing & Access Coordinator supports Polyglot's commitment to reaching the broadest audiences with safety and care. This is a position for a versatile marketing all-rounder who has sophisticated communications skills and a keen attention to detail.



Polyglot values the cultural expertise of lived experience and is dedicated to continued learning and sharing of best practice around access, equity and inclusion. We are interested in someone who can bring an important perspective through their own lived experience to this role.

The Marketing & Access Coordinator works closely with the Marketing & Development Manager to:

- Champion Polyglot's brand identity, ensuring consistency and accessibility across all our communications channels and platforms.
- Diversify Polyglot's reach, using a variety of tools and platforms.
- Maintain Polyglot's marketing and access assets and resources.

## Values

Together with the entire Polyglot team, the Marketing & Access Coordinator is expected to:

- Work with respect, resourcefulness and a spirit of genuine collaboration
- Champion positivity, possibility and innovation
- Work ethically, honestly and always in Polyglot's best interests; and
- Uphold Polyglot's sustainability values by using resources efficiently.

## Key Duties & Responsibilities

### Branding

- Assist with the implementation of Polyglot's marketing strategy to grow awareness of the company in Australia and internationally.
- Support relationships with presenting partners by preparing marketing and access materials for public presentations.

### Digital

- Maintain the company's website, including drafting and editing content.
- Implementation of Polyglot's social media strategy; analysis of user engagement and activity.
- Assist in the delivery of Polyglot's e-communications.
- Document filing and storage.
- Update the company's CRM (Salesforce), ensuring content is current and that efficient systems are in place as required.



## Research & Development

- Assist with the preparation and analysis of feedback surveys, and other market research activities.
- Prepare support materials for funding applications and acquittals.
- Assist with fundraising campaign roll-out.

## Access & Inclusion

- Collate relevant access information, and use InDesign templates to create visual stories, for public seasons and workshops.
- Assist in ensuring accessibility across all communications channels and platforms.
- Research best practice (in relation to a specific task or project as directed) and share findings.
- Assist in developing and maintaining relationships with consultants and other organisations.

## **Work Location**

Polyglot staff currently work from the office (based at Abbotsford Convent) on Tuesdays and Thursdays, and at home or onsite on other days. We value the in-person connection that this time together in the office brings; it is vital to our strong, happy working culture. The Marketing & Access Coordinator position is intended as an in-person role, at least initially, joining us in the office on Tuesdays and Thursdays. Flexible arrangements may be negotiated after the probation period.

## **Selection Criteria**

- Experience in marketing/communications in an arts or related context
- Prepared to take direction and work collaboratively as part of a cohesive, busy team that operates with well-functioning organisational strategy and processes
- Ability to self-manage workload and meet deadlines
- High level written communication skills; high level digital literacy; and
- Hold or be able to obtain a current Working with Children Check, in compliance with Polyglot's Child Safety Policy.

## Preferred attributes & experience

- Passion for ensuring that all children and families feel welcome to safely access and enjoy arts experiences
- Functional graphic design skills, ideally with Photoshop and InDesign; and



- An understanding of Australian cultural contexts and networks; interest in the daily operations of an ambitious arts organisation.

## Planned Recruitment Timeline

- Applications due: **Friday 21 February, 5pm**
- Interviewees contacted: **Thursday 27 & Friday 28 February**
- Interviews conducted (in-person): **Week commencing 3 March**

## To Apply

Please send a cover letter addressing the selection criteria, and a 1-2 page summary CV with two referees to:

Erica Heller-Wagner, Marketing & Development Manager

Email: [erica@polyglot.org.au](mailto:erica@polyglot.org.au)

Office: 03 9826 3301

Mobile: 0432 346 567 (voice or text)

Referees will not be contacted without prior discussion.

If you have any questions, or to address any barriers you may experience to applying, please contact Erica.

**Ends**

