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# Live Performance Australia Position Description

POSITION TITLE:  
**Marketing Coordinator**

DATE:  
**October 2017**

LOCATION:  
**Level 1, 15-17 Queen Street, Melbourne**

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## 1. POSITION DESCRIPTION

### Objective:

- (a) To co-ordinate the implementation of LPA's Marketing and Communications activities
- (b) To co-ordinate marketing and communication plans for the Helpmann Awards

**Responsible To:** Director, Marketing

**Other Work Areas:** The Marketing Coordinator will work closely with the Helpmann Awards Administrator and other all LPA staff and also liaise with external contractors and suppliers

### Statement of Duties

#### General

- i. Monitor, on a daily basis, media conversations around LPA and industry issues. Manage the media monitoring contract, google alerts set up and other news sources on a daily basis.
- ii. Maintain content and functionality of the current LPA website, ensuring all information is up to date and accurate. Co-ordinate the testing and launch of the new LPA website and CRM (January 2017). Co-ordinate staff training.
- iii. Prepare, distribute and monitor LPA online promotions and prepare all LPA marketing collateral.
- iv. Work closely with the Office Administrator to maintain the LPA database and electronic mailing systems and logs
- v. Create, co-ordinate and distribute LPA publications and communications including Annual Report, Member EDM's, monthly electronic newsletter
- vi. Manage relationships with internal stakeholders and external suppliers (including graphic designers, web consultants, sponsors, marketing companies, printers etc.).
- vii. Design and co-ordinate digital communications strategies. Promote LPA content and policy information via our digital channels to external stakeholders. .
- viii. Prepare website and social media tiles and coordinate the production of dynamic web videos as required to support designated member and industry campaigns.
- ix. Ensure all LPA materials are produced and managed in accordance with internal procedures and style guides.
- x. Compile LPA weekly communications schedules.
- xi. Maintain the LPA Marketing and Communications electronic filing system.
- xii. Provide regular reports to senior management regarding work in progress, deadlines and targets.

#### Helpmann Awards

- xiii. Co-ordinate the design brief for the annual Helpmann Awards.
- xiv. Prepare, co-ordinate and distribute all Helpmann Awards marketing and communications materials and monitor results. Ensure sponsors are acknowledged as per their contract.
- xv. Co-ordinate and collate the LPA content for the Helpmann Awards Souvenir Ceremony Program.

- xvi. Maintain the front end of the Helpmann Awards website including designing, proofing and uploading all approved content as required.
- xvii. Maintain Helpmann Awards social media channels including designing, proofing and uploading all approved content in line with the Marketing and Communications plan.
- xviii. Assist with Helpmann Awards Panel Meetings.
- xix. Manage the Helpmann Awards media monitoring service. Compile post event media and marketing reports.
- xx. Prepare the Nomination Announcement and Helpmann Awards media kits.
- xxi. Set up and manage the Helpmann Awards Media Room – supervise team, run the live social media feeds for both the Nomination Announcement and the Helpmann Awards ceremonies. Supervise media room photographers.
- xxii. Other duties as directed

## 2. KEY SELECTION CRITERIA

### ESSENTIAL

1. Minimum 2–3 years' professional experience in marketing and/or communications and tertiary qualification in Marketing and Communications or similar field.
2. Demonstrated experience in implementing successful marketing and communications campaigns, including those with a digital focus.
3. Well-developed organisational skills and an ability to work simultaneously on multiple tasks independently. Able to complete tasks within the required time frames to a high standard.
4. Highly developed written communication skills with a strong eye for detail. A demonstrated ability to accurately prepare, edit and proof copy for a variety of audiences via a variety of communication channels.
5. Demonstrated experience in preparing briefs and co-ordinating content through to delivery of marketing collateral and publications, both digital and print.
6. Demonstrated ability to work effectively in a team environment. Able to develop and maintain good internal and external working relationships.
7. Demonstrated highly level verbal communication and excellent interpersonal skills.
8. High level of computer and online literacy skills including experience with
  - Microsoft office suite – word, excel, powerpoint
  - web-based email campaign platforms
  - CRM and member databases
  - website content management
  - google analytics
  - social media platforms – Facebook, Twitter, Instagram, Snapchat etc

### DESIRABLE

9. Knowledge of and passion for the live performance industry in Australia
10. Skills in one or more graphics packages eg Photoshop, In Design etc

### 3. LPA BACKGROUND

Live Performance Australia (LPA) is the peak body for the live performance industry. Established in 1917 and registered as an employers' organisation under the Fair Work (Registered Organisations) Act 2009, LPA's activities centre around four core areas:

- Workplace Relations
- Policy & Programs
- Communications & Events
- Governance, Compliance and Finance

Our Members work in the live performance sector across all artistic genres, including contemporary and classical music, musicals, theatre, comedy, dance, opera, cabaret, circus and physical theatre. We represent producers, venues, promoters, performing arts companies, festivals and industry suppliers such as ticketing companies and technical specialists.

LPA also services the cinema and exhibition industries.

LPA is the trading name of the Australian Entertainment Industry Association (AEIA).

LPA also presents the annual **Helpmann Awards** which recognise distinguished artistic achievement and excellence in the many disciplines of Australia's vibrant live performance sectors, including musical theatre, contemporary music, comedy, cabaret, opera, classical music, theatre, dance and physical theatre.

The Helpmann Awards also incorporates the **JC Williamson Award®** and the **Sue Natrass Award®** for outstanding contribution to the Australian live performance industry.

For more information [click here](#)

#### LPA's Vision

As the peak body for the live performance industry, LPA will continue to meet the needs and interests of Members through the delivery of core services, communication, and influence.

#### Strategic Intent

Strategic flagship areas for LPA are:

##### LEAD

- Lead industrial relations development that reflects the global nature of our industry.
- Negotiate industrial and commercial agreements that support industry growth and stability.
- Develops innovative programs that foster industry leaders.

##### ADVOCATE

- Set the agenda and proposes policy solutions on a range of Federal and state Government policy issues.
- Work alongside Members to foster a vibrant and sustainable live performance industry now and into the future.

##### CELEBRATE

- Celebrate our industry's outstanding achievements through the annual Helpmann Awards.
- Provide an open door to an extensive professional network, with regular networking events, industry briefings, and working groups.

Live Performance Australia strives to promote a healthy, vibrant and professionally run live performance industry which both enriches the cultural life of the nation, and provides growth and opportunity for our Members.

For a copy of LPA's Strategic Plan [click here](#)

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**Values and Behaviours**

In carrying out the position, the LPA Marketing Coordinator must demonstrate the personal attributes to behave in accordance with the values of the LPA Executive Team, being:

<b>Value</b>	<b>Measure</b>
<b><i>Enthusiastic</i></b>	Contribution to work environment
<b><i>Trustworthy</i></b>	Character and competence
<b><i>Approachable</i></b>	Ability to listen and help
<b><i>Professional</i></b>	Commitment and approach to performance
<b><i>Excellence</i></b>	Performance in carrying out duties
<b><i>Respect</i></b>	Self-awareness in dealings with others
<b><i>Responsible</i></b>	For performance, values, behaviours and team
<b><i>Supportive</i></b>	Flexibility, support and balanced lifestyle

THE LPA EXECUTIVE TEAM

