



THE MERCURY

POSITION DESCRIPTION

ROLE TITLE	Marketing Manager
REPORTS TO	General Manager
DIRECT REPORTS	None
REMUNERATION	\$70,000 p.a. pro rata plus 11% employer superannuation
WORK PATTERN	0.6 – 22.5 Hours Per Week (flexible hours) 12-month contract with 3-month probation
DATE	August 2023

ORGANISATION OVERVIEW

Established in 1974 The Mercury, (formerly the Media Resource Centre and the Mercury CX), is an independent non-profit member organisation governed by a board of directors. Key stakeholders include subscribers, patrons, the broader arts industry, screen guilds and key funders. We act as a bridging organisation that provides emerging screen makers with a pathway into a screen career and we are home to a lifelong screen culture community. We have two cinemas, The Mercury (seats 186) and The Iris (seats 36).

The organisation delivers high quality services and programs to subscribers and general audiences across in-house Exhibition Programs which include Silver Screen, Cinematheque, Heaps Good Cinema and Cinemechanica. We are also a venue for hire and host Special Screening Programs, Film Festivals, Conferences, and other private events. We run in-house Industry Development Programs which include workshops and the annual South Australian Screen Awards.

The Mercury is underpinned by revenues received from member subscriptions, grants, box office and candy bar sales, as well as receiving financial support from Government agencies and corporate/industry partners including South Australian Film Corporation, Arts SA, Screen Australia, and SA and Commonwealth Government Departments.

PURPOSE AND RESPONSIBILITIES

The Marketing Manager will be a self-starter with a sound knowledge of marketing and events management. They will bring to the role an energetic and strategic approach to marketing and driving membership campaigns. They will possess well-developed interpersonal skills and an enthusiastic approach to revitalizing and refocusing the organisation's communications and profile to achieve commercial outcomes.

Creative thinking, exceptional organisational and excellent communication skills are highly valued in this role along with a willingness and desire to contribute to the growth and success of the organisation.

VALUES AND BEHAVIOURS

Upholds the values of the organisation: Creativity, Collaboration, Community, Accessibility, Communicative, Service-Oriented and Future-Focused.

- Actively seek to identify and implement improved systems and procedures.
- Maintain respectful relationships with staff and stakeholders.
- Contribute to a safe working environment, observing all occupational health and safety protocols and encouraging this amongst staff.
- Promote awareness of and compliance with anti-discrimination principles and practices.
- Contribute to the creation and implementation of the strategic plan.
- Participate in an annual performance review process.
- Demonstrate willingness to undertake relevant professional development.

KEY DUTIES

Marketing

- Plan and successfully implement marketing campaigns to showcase all activities, screenings and events at The Mercury and promoting the subscription offering
- Craft clear copy for EDMs, website and other correspondence in collaboration with the Exhibition Manager and Development and Programs Manager
- Create and post social media content across numerous platforms
- Design and produce promotional materials including booklets, flyers and digital collateral
- Liaise with stakeholders and partners across promotional and event activities
- Set up tracking systems for marketing activities, track progress and report back identifying opportunities and strategies for growth
- Some weekend or evening hours may be required

CAPABILITIES REQUIRED

Marketing

- Demonstrated marketing and campaign management experience
- Demonstrated design and content creation skills
- Social media strategy and management background
- Copy writing for print and online
- Experience in managing website back end using Wordpress or similar

Communication

- High level written and verbal communication skills including copywriting for print and online
- Ability to clearly and concisely communicate key messages regarding all Mercury programs, events, activities and opportunities
- Well-developed attention to detail
- Ability to maintain positive relationships with staff and stakeholders

Organisational

- Ability to manage projects in an efficient and timely manner
- Ability to meet deadlines and prioritise tasks
- Exercise judgement, discretion and confidentiality at all times
- Ability to interpret and manage budgets
- Ability to interpret data, draft reports, make recommendations, and initiate improvements

Interpersonal

- Ability to work collaboratively as a team member
- Willingness to take initiative and problem solve
- Ability to manage competing and demanding situations maintaining a calm and courteous manner

ESSENTIAL SKILLS AND EXPERIENCE

- Demonstrated experience in marketing and campaign management
- Proficiency with design tools, social media and online platforms and /or Microsoft Office Suite

DESIRABLE SKILLS AND EXPERIENCE

- An interest in cinema and the broader screen industry

SPECIAL CONDITIONS

- Some night and weekend work may be required

Position Advertised: Tuesday 22nd August
Application Close: Monday 4th September
Applicants advised of outcome: Friday 15th September

Please forward a brief covering letter and resume to Sarah Lancaster, General Manager
sarah@themercury.org.au