

Reports to:	Marketing and Communications Manager	Status:	Fulltime
Team:	Marketing	Effective Date range:	From 13 July 2026
Position Holder Signature:			
Manager Signature:			

Role Purpose

To contribute to the successful implementation of mainstage, talks and events and education marketing campaigns and contribute to the overall marketing department goals.

Intent of Position Description

The intent of this job description is to provide a representative summary of the major duties and responsibilities performed by staff in this role. Staff members may be requested to perform job-related tasks other than those specifically presented in this description. Position descriptions may also be modified from time to time to reflect usual growth and change of role.

Significant Working Relationships

Direct Reports:

- N/A

Other Key Relationships (internal):

- Marketing team including Head of Marketing and Development, Digital Marketing Executive, Audience Engagement Executive, Ticketing and Data Manager and Customer Service Coordinator.
- Development team including Major Gifts and Philanthropy Manager, Partnerships Manager and Development and Events Manager.
- Education team including Head of Education, Education Programs Manager and Education Programs Coordinator.

Key Result Areas

Key Result Area:	1. Marketing and Communications
<p><i>Key Tasks</i></p> <ul style="list-style-type: none"> • Contribute to the planning and execution of Mainstage, Development, Talks and Events and Education marketing campaigns • Work with the Marketing and Communications Manager to develop in-house content including (but not limited to) video, designed assets and creative copy. • Support the Marketing and Communications Manager with implementing advertising and media plans for Mainstage productions • Support the Digital Marketing Executive in developing and implementing digital media and content plans, including organic and paid social media and monitoring Bell Shakespeare activities across social and digital channels • Develop and implement – in collaboration with the Marketing and Communications Manager - media and communication strategies including the national mainstage tour, education 	

Position Description

Marketing Coordinator

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initiatives and internal company announcements.

- Assist with the maintenance and updating of the company's website
- Coordinate content that markets the Mainstage, Talks and Events and Education Programs
- Complete evaluation reports after each season for the review of the marketing team
- Take overall responsibility for storage and archiving of all Marketing Department records

Key Result Area: 2. Public Programs & Events

Key Tasks

- Assist the Audience Engagement Executive with the development and coordination of public programs and events
- Assist with implementing promotional campaigns for these events
- Liaise with contractors and venues as required to ensure quality delivery of events
- Assist with the delivery of Companywide events that require marketing contribution (including but not limited to assisting with e-invites and confirmations, managing rsvps, digital and directional signage, meeting and greeting, permissions for photography and filming where required)
- Assist with post-event surveys and data collection

Key Result Area: 3. Design, Print & Distribution

Key Tasks

- Contribute to the production of the Company's printed and electronic materials, liaising with relevant stakeholders to deliver projects on time and on budget.
- Source quotation estimates from suppliers as required.
- Work with our graphic designers to collate content for programmes and seek permissions from copyright holders for extracts and imagery.
- Create graphic design briefs and ensure deadlines are met.
- Proof artwork and coordinate the internal approvals process.
- Liaise with regional venues in relation to their marketing material requirements for subscription brochures and single ticket campaigns, and coordinate the production and delivery of this material.
- Co-ordinate the dispatch of materials both printed and electronic.
- Oversee front-of-house displays in performing venues.
- Ensure necessary display banners are available.

Key Result Area: 4. Administration

Key Tasks

- Contribute to marketing department projects as required.
- Cover the answering of the reception phone and box office phones as necessary when staff are on breaks or already engaged.
- Monitor the marketing inbox and respond to all enquiries in a professional and timely manner.
- Prepare agendas for marketing meetings.
- Code invoices for payment and assist with maintaining expenditure spreadsheets.
- Respond to image requests.
- Maintain efficient filing systems for the Marketing Department, collating media and social media quote banks.

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Performance Criteria

- Accurate and timely production of marketing collateral.
- Website information current.
- Engaging social media delivery with increasing followers.
- Post campaign evaluations completed in a timely manner.
- High level teamwork and productive relationships with co-workers.

Authority / Discretionary Limits

- Operation of Tessitura.

Selection Criteria

Essential Criteria

- 2+ years of experience in a marketing or content-focused role
- Proficiency with Microsoft Office Suite
- Outstanding written and verbal communication skills
- Excellent attention to detail
- Strong organisational skills
- Able to work both autonomously and collaboratively within a team
- Ability to juggle tasks and manage competing priorities
- A valid visa with permission to work in Australia for a minimum of 2 years

Desirable Criteria

- Experience using graphic design tools such as Canva or Adobe Design Suite
- Experience using Wordfly or a similar email CMS
- Experience using Tessitura (ticketing and database) or a similar CRM database
- An interest in the performing arts
- An interest in AI and emerging technologies