



POSITION DESCRIPTION

Position	Coordinator, Marketing & Digital Content
Department	Marketing, Audience and Development
Agreement	<u>Geelong Arts Centre Enterprise Agreement 2021-2024 and its successors</u>
Award classification	Administration Grade 3.1
Remuneration	\$70,100 pa, plus 12% superannuation
Terms of engagement	Ongoing in a full time (1.0 FTE) capacity
Work location	Geelong Arts Centre, 50 Little Malop Street, Geelong Costa Hall, Deakin University Waterfront Campus, Geelong
Date reviewed	January 2026
Approved by	Chief Executive Officer & Creative Director

ABOUT GEELONG ARTS CENTRE

We curate, support and present a diverse range of music, theatre, comedy and dance performances, as well as important cultural and arts practice dialogue, workshops, developments, community experiences and free public activations. Our work seeks to welcome every person in our community to engage, learn and express their creativity, making art a universal experience.

Geelong Arts Centre is the cultural heartbeat of Victoria's second-largest city. Established in 1981 as a Victorian Government statutory agency, we have evolved into Australia's largest dedicated regional performing arts complex. A landmark \$140 million redevelopment, completed in August 2023, quadrupled public space, installed world-class staging, lighting and acoustic systems, and created fully accessible foyers that link the historic Ryrie Street building with a striking new Little Malop Street façade designed in consultation with Wadawurrung Traditional Owners.

The campus now comprises four distinct performance venues supported by rehearsal studios, exhibition foyers and meeting and event spaces. Additional creative spaces include purpose-built rehearsal rooms, creative workspaces, and a range of hospitality areas including *Tutti*, our in-house café and restaurant which serves both the general public enjoying the precinct and our audiences pre-show.

Geelong Arts Centre curates a year-round season that pairs national and international touring productions with locally produced work. The Centre also commissions and co-produces work with producers from across the country. Core strands span mainstage theatre, contemporary dance, classical and popular music, children's and family programming, First Nations storytelling and multidisciplinary festivals. A large number of community events perform annually including schools and community ensembles alongside commercial promoters and touring artists.

Geelong Arts Centre is supported by a strong and growing philanthropic and corporate community who champion our work for and by the community. Community engagement and lifelong learning are embedded in our *Creative Learning* program which partners with educators from kindergarten to Year 12, offering curriculum-aligned performances, artist workshops and teacher resources. *Creative Engine*, the Centre's industry development hub,

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allocates seed funding, rehearsal space, mentoring and networking to emerging artists, sustaining a vibrant regional talent pipeline.

Access programs including Auslan-interpreted shows, relaxed performances, sensory-friendly matinees and ticket subsidies ensure that people of all ages, abilities and backgrounds feel welcome.

OUR PEOPLE

We want to make Geelong Arts Centre a place where people genuinely want to work — safe, supported, motivated, and inclusive. The Centre will invest in its workforce by building skills, capability, and organisational agility, while recognising and rewarding performance. We are committed to fostering a diverse, positive, and values-led culture that prioritises wellbeing, engagement, and development. We want to ensure a strong, capable, and inspired team drives the Centre's success.

At Geelong Arts Centre, our people embody four core values that drive everything we do. We are bold in our approach, embracing the freedom to challenge boundaries and think differently. Our welcoming spirit is reflected in genuine smiles that celebrate inclusiveness and our shared passion for creativity. We stay deeply connected by proactively engaging with arts and wider communities, facilitating meaningful exchange of ideas that enrich our cultural landscape.

Working as an ensemble, we value every team member's unique contribution as we strive toward our common purpose. This collaborative spirit extends to our commitment to professional development - we invest in structured learning pathways that help our people grow their skills and advance their careers. By bringing together diverse backgrounds, perspectives and experiences, we create an environment where creativity thrives and extraordinary cultural experiences come to life. Together, we're building a vibrant hub that connects global ideas with local stories and nurtures the artistic heart of our region.

See more in our [Strategic Plan](#).

RELATIONSHIPS

Reports to	Manager, Marketing
Supervises	The role does not include direct supervisory responsibilities however works collaboratively with other roles within the Centre to deliver shared goals and improvement projects.
Internal Relationships	CEO & Creative Director, Directors, People Leaders, Managers, Centre staff.
External Relationships	Contractors and consultants, community stakeholders, prospective staff.

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POSITION OVERVIEW

The Coordinator, Marketing & Digital Content supports the Marketing Manager in the planning, creation and delivery of compelling marketing campaigns and content across a broad range of platforms and channels (Owned, Earned, Paid). The role plays a key part in building audience connection, driving sales, and strengthening awareness of Geelong Arts Centre as a leading cultural destination.

With a strong focus on communications and digital storytelling, the role creates content that brings our programs, artists and venues to life, supports audience growth across diverse artforms, and reflects the Centre's brand positioning and purpose. The Coordinator, Marketing & Digital Content ensures all digital activity is audience-focused, on-brand and aligned with organisational priorities.

PRIMARY RESPONSIBILITIES

General Marketing

- Support the delivery of integrated marketing campaigns across owned, paid and earned channels, working closely with Marketing Managers and key stakeholders.
- Coordinate timelines, assets, approvals and delivery to ensure campaigns are accurate, on brand and on schedule.
- Brief, coordinate and manage creative development with internal teams and external agencies including photographers and videographers.
- Provide administrative and operational support, including finance processing, campaign tracking, reporting and general documentation including recording campaign assets and content libraries.
- Support cross-functional collaboration and communications with internal teams, artists, presenters and external suppliers.
- Undertake other marketing-related duties as required.

Website

- Coordinate the day-to-day management and curation of content across geelongartscentre.org.au and associated sites, ensuring content is accurate, optimised, up to date and on brand.
- Monitor website performance and prepare reports and insights to inform ongoing improvements.

Email & Direct Communications

- Coordinate eDM schedules to support on-sale activity and regular customer communications.
- Draft, build and distribute eDMs, ensuring accuracy, brand alignment and tone of voice.
- Monitor and report on eDM performance, identifying opportunities to improve engagement and effectiveness.

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- Ensure customer data is managed in line with Australian Privacy Principles and Geelong Arts Centre policies.
- Stay informed on direct marketing best practice and emerging trends.

Social Media & Content

- Support the day-to-day delivery and monitoring of social media channels, including performance reporting.
- Create and deliver engaging digital content concepts for social media, web and digital signage to support awareness, engagement and ticket sales.
- Coordinate organic and paid social content schedules in line with campaign priorities and audience behaviour.
- Write, curate and edit copy and multimedia content, ensuring platform optimisation, quality control and brand consistency.
- Engage with the Centre's online community in line with Online Community Guidelines.
- Support the development and delivery of paid social campaigns with Marketing Managers.
- Stay informed on emerging platforms, trends and best practice.

Publicity & Events

- Support publicity and media activity for program announcements, events and initiatives.
- Assist with the development and distribution of media materials, including media releases, listings copy and key messaging.
- Coordinate the collection and management of media assets and information from internal and external stakeholders.
- Maintain media contact lists and monitor coverage, preparing reports on outcomes and reach.
- Support the delivery of Open Night VIP events and attend performances and activations to capture content as required.

Corporate Support

- Assist with marketing projects as directed by the Manager Marketing, with a focus on administrative support and invoice management.

People & Teams

- Proactively contribute ideas and solutions to improve marketing processes and workflows.
- Participate as an engaged member of the marketing team, including meetings and training.
- Support broader planning, communications and development initiatives.

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- Maintain collaborative and professional working relationships across the organisation.

Values, Governance, Safety & Risk Management

The incumbent shall carry out their duties in accordance with legislative and governance requirements, Centre policies, procedures and practices, safety principles, code of conduct for Victorian public sector employees, and Victorian Public Sector Values.

Commitment to Health and Safety

- All staff are responsible for the reasonable care for their own health and safety and that of other people who may be affected by their conduct.
- Geelong Arts Centre is committed to providing a workplace that protects the physical and mental health, safety and wellbeing of our people, visitors and others who work for and with us. Our leadership is critical to promoting a safety culture that is inclusive, supportive, adaptive and free from harassment, discrimination and bullying and achieves positive safety outcomes for our people. Our executive and people leaders are responsible for providing and maintaining a safe and mentally healthy workplace culture where we take care of each other through supporting and providing a work environment where safety is prioritised.

Undertake other duties or projects as reasonably requested.

SELECTION CRITERIA

Essential qualifications and experience

To be successful in this position, you will have:

- Minimum 2–3 years experience in a digital marketing, communications or content role, with the ability to coordinate and deliver digital marketing campaigns and content across multiple platforms.
- Experience in aiding in the delivery of successful marketing and engagement campaigns, preferably in an arts and entertainment industry setting.
- Design skills and experience in the use of Adobe Creative Suite.
- Sound understanding of digital marketing principles, social media platforms, CMS platforms and Mailchimp or similar.
- Strong written and verbal communication skills, with high attention to detail and the ability to adapt tone and messaging for different audiences and channels.
- Creative mindset with the ability to generate, create and deliver engaging content concepts that driver commercial outcomes.
- Strong administrative skills and experience, including project coordination.

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Desirable qualifications and experience

- Tertiary qualification in relevant discipline.
- Sound understanding and experience with PR and communications.
- A genuine interest in and enthusiasm for the arts, culture and live performance, with knowledge of the Geelong and district community.

Other requirements

- Flexibility in working hours to support daytime, evening, and some weekend work will be required as part of the normal hours of duty for this position.
- The following checks, licenses and certifications are required for this role:

- Working with Children's Check (employee)

The employee must provide evidence that they hold current certifications prior to commencing employment with Geelong Arts Centre. The employee must maintain currency of these checks, licenses and certifications for the duration of their employment with Geelong Arts Centre.

CAPABILITIES

Demonstrable behaviour, skills, knowledge and abilities in the following core capabilities:

Service culture	A people first attitude; considers others' perspectives in making decisions and providing consistent quality advice and service; offers solutions and strategies that best serve the stakeholder's needs.
Collaboration	Proactively supports working together, shares ideas and provides constructive feedback; respects and values others; encourages camaraderie, cohesiveness and connectedness.
Communicating with influence	Engages and energises others through confident and persuasive communication; confidently conveys ideas and information in a clear and interesting way, understands and meets the needs of target audiences (i.e. the right information to the right people), welcomes constructive feedback and sees things from others' points of view and confirms understanding.
Personal resilience	Maintains composure and focus under pressure; adapts to changing situations and recovers from setbacks.
Learning agility	Learns from experiences and seeks opportunities to learn from those who have different lived experiences to their own; welcomes feedback from others and applies learnings to perform successfully in new situations.

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DISCLAIMER

It is not the intention of the position description to limit the scope or accountabilities of the position. Its purpose is to provide an outline of scope and responsibilities, at a point in time. The scope of the role may be altered from time to time in accordance with changing business requirements.

INSTRUCTIONS TO APPLICANTS

To apply for this role please use the [Careers](#) page of our website. To be considered for this opportunity, candidates must address the **Selection Criteria and Capabilities** requirements and follow the instructions on the Geelong Arts Centre website.