

POSITION DESCRIPTION

POSITION:	Head of Marketing & Outreach
STATUS:	Full-time
CATEGORY:	Permanent
LOCATION	Perth, Western Australia
REPORTS TO	CEO
DIRECT REPORTS	Campaign Manager, PR Manager, Digital Marketing Coordinator, Creative Learning Manager, Ticketing and Customer Service Manager, Ticketing Officers

POSITION SUMMARY

The Head of Marketing and Outreach is a high-level management position, working closely with the executive leadership team to deliver on the company's strategic plan. Specifically, this position leads the marketing and audience development strategies, with a view to increasing income through ticket sales, and strengthening the company's brand in the marketplace. As well, the role has a focus on outreach, access and engagement, aimed at building new audiences and deepening relationships with existing audiences.

ORGANISATIONAL CONTEXT

Black Swan's vision is to connect artists and audiences through the power of theatre to entertain, challenge and inspire. We create exceptional, high-quality theatre that speaks to the world from our unique WA culture, landscape and moment in time.

Since its inception in 1991 under founding Artistic Director, Andrew Ross, Black Swan has been celebrated for its original theatrical works, Western Australian stories, site-specific and promenade productions, Perth Festival presentations, extensive national and international tours, and cross-cultural collaborations that uplift and celebrate Aboriginal artists.

We aim to remain true to this indomitable and inspired spirit to nurture works that reflect imaginatively on Black Swan's place and time in bold and uncompromising ways, in ways that will make people take notice, and in ways that will endure.

The Marketing and Outreach department is responsible for ensuring Black Swan's brand values are communicated and the company is viewed positively by key existing and potential stakeholders such as audiences, sponsors, donors, arts industry, venue management and government funders. This applies equally to internal stakeholders - board members, company artists and staff members. To achieve this successfully, the Marketing and Outreach department must work in close collaboration with all other departments to ensure that the brand values are always reflected appropriately.

KEY RESPONSIBILITIES & DUTIES

Strategic Planning

- Work closely with the CEO and senior staff to develop company business and strategic plans.
- Lead the development, execution and evaluation of the marketing and communications strategic plan incorporating brand management, audience development, pricing, show campaigns, and membership/subscription strategy.

- Provide thought leadership in the marketing space, driving innovation and continually inspiring new and better ways to reach our audience across paid, owned and earned channels.
- Initiate research to support strategic decision-making and oversee the delivery of Culture Counts reporting.
- Oversee implementation of the company's brand management strategy to strengthen the Black Swan brand and positioning in the marketplace, ensuring that the brand strategy is communicated broadly within the company so that it is consistently applied.

Audience Development and Outreach

- Lead the audience development strategy, incorporating initiatives to better understand our audiences, increase audience loyalty and attract new audiences.
- Use data to drive an evidence-based approach to audience segmentation and CRM strategies that deliver against our KPIs of audience growth and diversity.
- Oversee the marketing and development of the creative learning program to drive attendance and engagement with children, young people, educators and life-long learners.
- Lead and develop Black Swan's access initiatives to remove barriers to engagement, ensuring inclusion across differing abilities, neurodiversity, and socio-economic backgrounds.

Marketing Implementation

- Lead creative and media partners to deliver against marketing strategy objectives and KPIs to ensure successful, high quality, cost-efficient branding and campaign materials.
- Work with the Artistic Director and CEO to finalise key marketing images and approaches for marketing campaigns.
- Oversee the creative and media briefs for brand, subscription and single-ticket campaigns, as well as the development and production of all marketing collateral and communications.
- Drive and deliver contemporary income-generating loyalty programs such as subscription/Friends membership.
- Ensure the implementation of innovative, timely and content-rich digital strategies including a high-functioning website that facilitates ticket purchases, donations and engaging content on all platforms.
- Interpret agreements and contracts to ensure appropriate and accurate billing and crediting across all digital assets and marketing collateral.
- Work closely with the Development Department to create in-kind marketing and value add opportunities, support their communication and collateral needs, and maximise initiatives to leverage PR opportunities.
- In liaison with the Development Department, contribute to the successful delivery of opening night and other company promotional events.

Ticketing and Customer Service

- Oversee the company's ticketing function to ensure productivity, cost efficiency and good service for patrons.
- Champion a high-level of staff competency in the Tessitura CRM across the company, ensuring that users improve productivity through optimising functionality and maintaining data integrity.
- Review ticketing operations to model best practice policies and procedures.

Human Resource and Relationship Management

- Build and manage positive internal relationships and a culture of collaboration with the executive leadership team, board, staff and artists working with the company.
- Recruit and manage the Marketing and Outreach team to ensure that they are achieving the requirements of their positions by building relationships through regular meetings, coaching, goal setting and performance appraisal.
- Manage workflow and processes to maximise efficiency.
- Build and manage positive relationships with all external stakeholders.
- Represent the company as required at functions, industry meetings and forums.

Financial Management and Reporting

- Lead the Marketing and Outreach team in preparing the annual department expense budgets and researching past sales and attendance to develop sales forecasts.
- Manage the overall marketing budget, analysing and optimising campaign strategy in order to deliver ROI and ensure financial targets are met.
- Provide reporting for the senior leadership team on sales, campaign ROI, and other marketing department KPIs as required.

ORGANISATIONAL RELATIONSHIPS

The role leads the marketing team and collaborates with all departments, as required.

Reports to: CEO

Key internal relationships: Artistic Director, Head of Business Development, Head of Philanthropy, Head of Operations and Head of Finance

Key external relationships: Creative agencies, third-party suppliers, and venue management.

SELECTION CRITERIA

Essential

1. Proven senior leadership experience in marketing, communications, or audience development within the arts, cultural, or creative industries.
2. Demonstrated success in strategic planning and delivery of integrated marketing and communications campaigns across paid, owned, and earned channels.
3. Strong brand management expertise, with a track record of building and maintaining a compelling and consistent organisational identity.
4. Deep knowledge of audience development and outreach practices, including segmentation, CRM systems, loyalty/membership programs, and access initiatives that remove barriers to engagement.
5. Demonstrated ability to lead digital marketing strategies, including website optimisation, social media, and content-rich campaigns that drive sales, engagement, and donations.
6. Experience managing ticketing operations and CRM platforms (e.g. Tessitura or similar), ensuring data integrity and customer service excellence.
7. Proven ability to manage budgets and analyse ROI, with a data-driven approach to decision making and forecasting.
8. Outstanding stakeholder management and relationship-building skills, with the ability to inspire collaboration across staff, artists, board, media, and industry partners.
9. Demonstrated capacity to lead and mentor teams, fostering a culture of creativity, accountability, and high performance.

10. Excellent communication and presentation skills, with the ability to engage diverse audiences and represent the company in public forums.

Desirable

1. A knowledge of the Western Australian performing arts sector.
2. Prior experience using Tessitura CRM.

SPECIAL CONDITIONS

Work outside normal office hours, including evenings and weekends will be required from time to time.

PHYSICAL AND PSYCHOSOCIAL REQUIREMENTS

Description	Physical	Psychosocial
Ability to work to time pressures/deadlines		✓
Ability to sit for long periods	✓	
Ability to operate a computer for long periods	✓	
Ability to collaborate and effectively communicate with colleagues		✓
Ability to operate in a sometimes fast-paced and demanding environment		✓
Adaptability, flexibility, and resilience in the face of challenges and uncertainties.		✓
Ability to deliver results and attract audiences to achieve financial targets		✓
Ability to frequently manage change and adapt to new marketing strategies, messaging, or technologies		✓