



Improv Theatre Sydney (ITS) is on the lookout for a Community and Marketing Coordinator for our programs and shows. We're seeking someone who can be the pied piper of our active, vocal online community and help us build momentum when it counts. We're on the lookout for someone who can fill this role across the week over a minimum 8 hours weekly worked across 4 days with scope to grow the opportunity as the organisation evolves.

Improv Theatre Sydney is a creative, inclusive and world-class school for students of improvisation. We are Sydney's only dedicated improv theatre. ITS has become the home of ilmprov in Sydney and an emerging collaborative hub for international improv in the southern hemisphere. We want you to contribute to our vision, help us continue to thrive, reach new audiences, players and communities, hear new voices, see new faces, tell new stories. We want to raise all voices through the arts of improv, stand-up and sketch comedy.

Running our social media accounts and being a liaison to the community is more than making great posts. You're simultaneously asked to be a customer support person, marketing coordinator and occasionally a graphic designer. We're looking for someone who may call themselves a generalist, and isn't shy to take on new challenges and identify ways of improving the way we're working with our broader improv and comedy & theatre arts community.

Who are we looking for to fill this role?

You're a creative doer. You have a quirky, creative side and that is represented in the way you will evolve our online persona and how we engage with students, patrons and the wider community.

You're driven by outcomes and impact. You are confident in your work and you are open to reflective feedback to evolve and improve outcomes of marketing efforts.

You may not be a performer, but you're creative. You are confident in what you create, and you take an open minded approach to solving problems.

You are able to work autonomously. You can take on a list of to-do's and smash out those tasks without being monitored or followed closely. We can count on you to get s#!+ done.

You're flexible. Although you may have some kind of creative "hunch," the future may unfold in an unpredictable way (hello, pandemic.) Being flexible to adjust to any situation is one of the things that will make you a great fit with our team.

Connection to purpose. You are motivated by a desire to drive positive impact through our work at ITS, and promoting and amplifying diverse voices in the performance community.

You know that fart jokes are actually very funny.

What does a week look like in this role:

Monday: You may start the week by looking back at your monthly engagement calendar, and ensure that your scheduled posts are reflective of the latest announcements. This may include Covid related news, new shows, or pushing under-sold events/classes. You update content as needed to reflect class numbers in Canva, and update your content calendar.

You monitor the general inbox which fields about 5 messages per day, using canned responses to manage most queries, and you forward on anomalies, special requests or escalate student issues.

Tuesday: You are getting some serious likes on a post about our musical theatre classes, so you report back to the GM and AD that we might need to allocate some budget and increase class sizes.

You smash out that General Inbox and check on the performance of your email campaign sent yesterday.

Wednesday: You monitor for activity and answer some questions via our socials, and advise the GM to update our FAQ. General Inbox is cleared and you spend time researching events in the community we can cross-advertise. You prepare a short report for the Thursday Staff Meeting. You take content from our AD to the next level by using Canva and MailChimp to illuminate our messaging to past students to encourage them to enroll in our upcoming term.

Thursday: You manage some queries from our community online. You prepare your report for the Staff Meeting, share some ideas about engaging on Tik Tok. Post meeting you get right to work getting some content together for Tik Tok.

Fri/Sat/Sun: You allocate time as needed to monitor social media activity, spreading those likes, loves and LOLS all over town.

Note: ITS is currently present and engaged across Facebook, Twitter, Instagram, and LinkedIn. We use Google MyBusiness to run our ads and manage our updates. We will increase the hourly commitment during peak times, such as during the ITS Comedy festival.

Support the 'back end' of the ITS school

- Manage the General Inbox and filter/forward onward requests to management or faculty
- Sort the student inbox which may include:
 - Alerting GM of absences and class change requests
 - Logging student enquiries for new terms, term dates
 - Registration emails
 - Consolidate requests for change of registration, deferment, cancellation
 - Forwarding on requests as appropriate: examples include refunds, student complaints
- Create and manage outreach and communications as related to the ITS school:
 - Update the announcement of new term dates
 - Update the FAQ section of the website and update all policies on a rolling basis
 - Coordinate the delivery of feedback forms for students

Marketing and Community Management

- Coordinate audience engagement and student engagement strategies
- Work on developing the community by participating in discussions, finding new customers and listening to the current ones
- Strategically place content and ensure content is performing well
- Support ITS schools programming by
 - Coordinating calls to action for enrollments
 - Highlighting good news stories and announcements to students as required

As a member of a small (but mighty) team, you should expect that from time to time, we all come together to do things outside of the scope of our written job descriptions, which for you may include staffing shows or events or coordinating outreach.

Your resume/CV should demonstrate:

(note: It's not expected that you tick every box. If you're passionate about the opportunity, we want to hear from you.)

- Certificate/training or relevant qualifications in marketing and communications, **or** equivalent work experience, **or** minimum two years held in a similar role
- Demonstrated success and experience in community management
- Experience in coordinating marketing strategies and communications via social media
- Knowledge of/experience with paid ads, audience segmentation and development, content creation and basic editing skills
- Familiarity and fluency working social media platforms: Facebook, Instagram, LinkedIn, Twitch and Tik Tok (a big plus)
- Comfortable working with technology: GSuite (Google Docs, Sheets, Meet), Survey Monkey, MailChimp. Experience with back end web admin Event Espresso, Wordpress a plus, but not required
- Experience with administrative support is a plus
- Familiarity with the Sydney/NSW/Australian improv/theatre/comedy community is desirable but not essential.

Helpful stuff to know if you apply with us:

We hope that you can start as soon as possible at **6 hours maximum**, as the person who manages the bulk of your duties is leaving us before Christmas. We are looking for a can-do attitude above all else, and we will work with you to make this role work around your studies, family commitments or other employment. Some weekends and evenings should be expected, as it is the nature of the performance world. **Pay to be discussed, and to commensurate with experience.** You also have the benefit of a free class per term, and free admission to our shows, plus opportunities to attend external events for free as part of your role. This role will work in a hybrid arrangement, some duties performed at ITS space in Redfern, and from home.

Interviews will be conducted on a rolling basis. There is a strong preference for placing a candidate ahead of the ITS Comedy Festival which launches the second week of December.

To apply:

Send us your resume/CV and cover letter highlighting your experience (We are already obsessed with you. Please link us to your socials, evidence of your brilliance from the interweb where relevant.)

Please consider attaching/linking us to a portfolio, a show reel and or an intro video. Don't be shy, you know we'll love ya.

Procrastinators take note: we will be reviewing applications on a rolling basis, so get in touch now if you're keen.

[Direct your application ASAP to team@improvtheatresydney.com.au](mailto:team@improvtheatresydney.com.au)

Improv is participatory and at its best should reflect a diverse community of practice. We strongly encourage people of Aboriginal and/or Torres Strait Islander backgrounds and applicants from culturally and linguistically diverse backgrounds to apply.