

POSITION DESCRIPTION

Position Number:

Position Title: Marketing & Development: Student Theatre

Division: Arts & Culture, University of Melbourne Student Union (UMSU)

Department: Union House Theatre

Employment Status: Full Time (1.0), Continuing

Level: PL 6.1 University of Melbourne Student Union Agreement 2023-2025

Reports to: Artistic Director / Theatre Coordinator

Reported to by: N/A

Date: January 2025

Background:

The University of Melbourne Student Union Inc (UMSU) is an incorporated association and is recognised by the University of Melbourne as the representative body for all students. UMSU is governed by an elected Students' Council and twelve committees elected by and from students. UMSU is responsible for a broad range of student representative, student engagement and student support activities.

UMSU operates under the principles of Student Unionism which are broadly defined as student control of student affairs.

UMSU staff are organised within three Divisions:

- Advocacy Legal & Student Representation;
- Arts & Culture;
- Office of the Chief Executive Officer

The UMSU Constitution establishes that UMSU will:

1. advance the welfare and interests of students;
2. represent students of the University within the University and to the community;
3. provide amenities and services, principally for students and other members of the University community, and incidentally to the public.

4. provide an independent framework for student social and political activity;
5. develop, maintain and support student clubs, societies and associational life generally;
6. promote and defend the rights of students to education on the basis of equality, without regard to race, colour, sex, sexuality, gender identity, age, physical disability, mental illness, economic circumstances, political religious or ideological conviction, or national or social origin;
7. oppose violence and/or hatred through militarism, nationalism, or discrimination on the basis of race, colour, sex, sexuality, gender identity, age, physical disability, mental illness, economic circumstances, religion, or national or social origin;
8. provide a democratic and transparent forum in which students' affairs and interests can be governed in an effective and accountable manner; and
9. To promote free and accessible government-funded education.

In order to support these objectives UMSU staff observe the following values:

Student Led and Focused

- Be true to our mission of ensuring student control of student affairs.
- Student needs and ambitions remain at the forefront of everything we do and guide the decisions we make.
- We will continue to foster a sense of ownership amongst students and student representatives, to provide them with opportunities to shape the future direction of UMSU.

Inclusive and Connected

- Ensure that services, events and activities are accessible to and take into account the needs of all students.
- Offer students the capacity to lead and shape enriching experiences that foster a lifelong connection to their communities.
- Providing opportunities for UMSU to engage with all students in some way.

Effective and Engaged

- Seek to influence, and be adaptive to, any changes in the University as they relate to students
- Development of a clear organisation-wide understanding of how we are perceived by students and to understand their needs and priorities
- Be aware of opportunities for internal collaboration to improve responsiveness and service delivery

Accountable, Transparent and Responsive

- Provide an environment and culture in which everyone feels included, supported and respected
- Maintain a positive and supportive organisational culture that is focused on the wellbeing of staff, student representatives and volunteers
- Communicate openly with student representatives, staff and volunteers to ensure that we are providing for their needs.
- A clear and consistent internal operating model to drive service provision

Divisional Overview

The Arts & Culture Division contains the following departments:

- Arts Programs
- AVMelbourne & Events
- Rowden White Library and
- Union House Theatre (student theatre)

The Division overall is responsible for facilitating student participation and engagement in student-lead artistic activities, for working with elected student representatives to provide an arts & culture programs that supports the objectives of UMSU, and the operation of services that support students on campus. The activities and services provided by the Arts & Culture Division are integrated and collaborative, and responsive to the needs of students. The Division seeks to maximise opportunities for student participation and engagement.

Position Summary:

The position of Marketing and Development – Student Theatre works under the general direction of the Artistic Director/Theatre Coordinator in collaboration with the Union House Theatre team to implement strategies to promote, develop and expand the student theatre community at the University of Melbourne Student Union (UMSU), and support the broader messaging and profile-raising objectives of UMSU. The position is responsible for delivering a wide range of services to support student theatre in alignment with UMSU’s overall student impact goals, including a focus on diversity and inclusion.

Through a proactive approach the Marketing and Development role will play an important part in growing sustained engagement with student theatre activities on campus. This will contribute to the dynamic culture of creativity at UMSU and raise the profile of UMSU’s significant contribution to Melbourne’s arts and culture, both past and present.

Marketing and Development – Student Theatre is responsible for:

- marketing and publicity of Union House Theatre activities and the Student Theatre season and strategic marketing direction for UMSU’s annual key events;
- engaging key audiences by contributing to the ideation and delivery of quality content across multiple platforms for the promotion and development of student theatre;
- student and stakeholder engagement via innovative and fun new ways to reach targeted audiences;
- support the delivery of the student theatre program.

As an organisation providing student-facing services and events, the work is based on site. UMSU staff employment conditions are covered by the *University of Melbourne Student Union Agreement 2023-2025*.

Key Responsibility Areas (KRA):

KRA 1: Promotion and Marketing

- Work closely with the Artistic Director and UMSU Arts and Culture team to ensure effective, integrated communications and messaging for UHT, and collaborate with UMSU’s Communications team to connect it to broader UMSU messaging and branding, including measures to ascertain effectiveness;
- Develop and facilitate the roll out of UHT’s Social Media strategy in collaboration with the Communications team as part of the overall UMSU Communications Plan and associated strategies. This includes administering and maintaining the social media presence for various platforms and assisting in the creation of ongoing content, including story ideas, guest co-ordination, scripting and protocols to maximise reach and impact;

- Research and implement new approaches to marketing, digital media and data collection, and share information and collaborate with UMSU's Communications and Design teams to review, refresh and evaluate UMSU's student engagement activities;
- Coordinate the publicity and marketing of the Union House Theatre program and student theatre activity, including developing marketing plans for events in consultation with UMSU's Communication and Design teams;
- Develop copy for any printed material and website content for Union House Theatre events in consultation with the Artistic Director/Theatre Coordinator;
- Update and maintain Union House Theatre's social media accounts, website and online presence and compile and distribute the-E-newsletter (Followspot) to the student body;
- Effectively promote Union House Theatre and its activities to students (for example Orientation and Open Day), staff, the University of Melbourne and the Arts Industry ensuring that media and communications content are innovative, engaged with and released within appropriate time frames.

KRA 2: Student Engagement in Arts and Culture Programs

- Facilitate the successful running of Union House Theatre's program and services in conjunction with the Artistic Director /Theatre Coordinator;
- Provide support to the Artistic Director/Theatre Coordinator to administer key Student Theatre processes including affiliation and venue allocation;
- Facilitate communication between Student Theatre Groups (STGs) and Union House Theatre (UHT), and UMSU more broadly, including maintaining online communities;
- Maintain effective liaison with the Creative Arts Officers and other student representatives to advance student engagement and increase awareness and appreciation of STG activities;
- Provide advice and support to students through workshops, meetings, mentoring and resource kits to support with their venue hire, funding, administration, and promotion requirements;
- Support student development initiatives including pathway and award opportunities.

KRA 3: Development

- Maintain strong and positive relationships with key stakeholders including student groups, alumni, internal UMSU departments, University stakeholders and external parties and help to identify communication opportunities and coordinate communication delivery;
- In collaboration with the UHT Artistic Director, identify future needs, trends and resources for the meaningful development of student theatre on campus, which integrates a focus on diversity and inclusion outcomes;
- Establish best practices systems to support UHT's development strategies, including maintaining and managing UHT records to contribute to the development of future programming and initiatives;
- Support the UHT Artistic Director to develop and deliver plans around industry partnerships;
- Collate and archive student theatre material (both digital and physical) and develop initiatives to promote the significance of student theatre to alumni, industry, the University and the student body.
- Work with the Manager of Arts and Culture to create meaningful engagement measures to support reporting against key objectives and to foster a focus on continuous improvement;
- Engage with key stakeholders to develop concepts for events that meet the needs of all parties, inspire and educate audiences, and add value for the UHT community including coordinating and managing key departmental events.

Level of Supervision:

Working under the general direction of the Artistic Director/Theatre Coordinator, the incumbent will be required to work independently at times and exercise initiative.

The incumbent is responsible for helping to support the effective operation of Union House Theatre. Knowledge sharing is key to the position along with providing industry advice to support the creative work of Student Theatre Groups.

Working with the UHT Production Team and UMSU Events Team, the incumbent mentor's students and supports volunteers in the delivery of student theatre/department activities.

Task level:

Excellent organisational skills to complete day-to-day tasks as well as project tasks in agreed timeframes. The ability to follow tasks through to completion is essential.

Possess a depth and breadth of marketing expertise developed through extensive relevant experience and application.

Judgement, Independence and Problem Solving:

The Marketing and Development role requires good judgement and time management skills to prioritise and organise day-to-day operations while demonstrating initiative in resolving problems effectively. Solid project management capabilities are highly advantageous to support the incumbent's ability to work within the theatre season delivery.

The incumbent must be able to identify and improve current processes and/or implement new procedures, in consultation with the Artistic Director/Theatre Coordinator to maintain a high level of service provision to students. They are also expected to recognise and refer specialist theatre matters to relevant-staff as appropriate.

Health & Safety and Environmental Responsibilities of Staff

All staff are required to take reasonable care for their own health and safety and that of other personnel who may be affected by their conduct. OHS responsibilities applicable to positions are published at OHS Roles and Responsibilities. Flexibility to work remotely must be negotiated with a line manager, who will consider any legislative requirements, safety, the organisation's objectives, ways of working, impacts on other staff and student representatives, and the inherent requirement of the role.

SELECTION CRITERIA

Essential Skills and Qualifications:

- Completion of a degree level qualification in Marketing, Arts Administration, Communications or a relevant field and / or work experience in a similar field;
- Demonstrated high level writing and communication skills and service orientation;
- Demonstrated ability to devise original engagement or development initiatives;
- Knowledge of traditional and digital marketing, content marketing, and social media marketing;
- Proven ability to work in a team environment and assisting in achieving team outcomes;
- Demonstrated ability to prioritise tasks and meet deadlines;
- Demonstrated computer literacy and knowledge of social media platforms, image editing, website management, databases and spreadsheets, full Microsoft Office suite and email/calendar software.

Desirable Skills and Qualifications:

- A knowledge of performing arts and creative industries;
- An understanding of the tertiary environment;
- Working knowledge design software.

Conditions of Employment:

Terms and conditions are in accordance with the University of Melbourne Student Union Inc Enterprise Agreement 2023-2025

Due to pre-production requirements and attendance at UHT hosted events, usually conducted outside normal working hours, it is a requirement of this position that the incumbent will be required to have flexibility with their working hours around this responsibility.

I have read, understood and agree to comply with the position description.

Signed: _____
(Incumbent)

Date: _____

Signed: _____
(Supervisor)

Date: _____