

Dead Puppet Society



DEAD PUPPET SOCIETY

INFORMATION FOR CANDIDATES:
MARKETING ASSOCIATE



MARKETING ASSOCIATE – POSITION DESCRIPTION BRIEF

OUR VISION

To be an international leader in design-led theatre, creating works in Queensland and taking them to the world.

COMPANY BACKGROUND

Dead Puppet Society is an international production house and design-led theatre company creating deeply imaginative visual theatre, public art, and sculpture, combining timeless craftsmanship with cutting-edge technology.

MARKETING ASSOCIATE – POSITION DESCRIPTION

Basis of Employment: Part time
One-year contract

Hours: 16-24 hours per week

Employment conditions: Annual leave and Superannuation payable

Salary Range: Available on request

Report: This position reports to the Executive Producer

Dead Puppet Society is seeking a marketing professional with experience in the arts to support their audience growth and retention strategy. The ideal candidate will be experienced in the implementation of marketing and communication strategies and comfortable working in a dynamic environment with a limited budget.

You'll be passionate about growing and engaging audiences, a natural storyteller and have strong time management and attention to detail.

You'd ideally be based in Brisbane; keen to work at Dead Puppet Society HQ alongside the creatives and producers, and be willing to travel around the city (and further afield where required) to capture the best content and support media engagements.

There is the option of an additional 8 hours (ie. A 24 hour week) for a candidate who has demonstrated professional experience in the ideation, production and distribution of social media content for organic and paid posts across key platforms, namely TikTok, Instagram, Facebook and LinkedIn.

The ideal candidate will be available from the week commencing 13 May.

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Applicants must be Australian citizens or hold the right to work in Australia.

Expert:

- Written communication.
- Fluent in social media strategy and organic and paid implementation.
- Demonstrated experience in the implementation of highly converting strategies.
- Ability to context switch.
- Experienced in delivering high quality output in a time pressured environment.
- A role where they have exposure to creative industries.
- Experience in generating digital e-newsletters and managing website CMS.
- Experience in briefing creative agencies/ content creators including photographers and filmmakers, managing them to timeframes, budget and quality output.
- Experience in establishing and monitoring paid social media performance campaigns: ie. Establishing campaign, negotiation / approvals process for budget, implementation, monitoring of campaign impact.

Platforms they must be expert in (if interested in increased hours):

- Meta
- TikTok
- Instagram
- Facebook
- LinkedIn

Skills required: creative ideation, execution, production, approvals process management and posting/implementation and comment monitoring / engagement.

Required:

- Education requirements: Business / marketing / communications degree, or equivalent relevant professional work experience.
- At least 2-3 years or one relevant role working in the Arts sector.
- Prior exposure to a creative endeavour: ie. Previous experience in an arts organisation / project / event.

Traits:

- Confident to liaise with internal and external stakeholders including media companies, contractors and event production staff.
- Clear communication style – contactable during work hours, experienced receiving briefs via email, verbally or via Google Meet.
- Driven and motivated to deliver high quality work.
- Experience working in a fast-paced environment. Ability to flex their working style to suit the demands of the position week to week.
- Build strong relationships with Company Leadership.
- Ability to work independently.

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Desirable:

- Experience using Google Meet.
- Experience using Motion.
- Previous demonstrable experience sending email campaigns Mailchimp.
- Previous experience with Tally.
- Experience in PR.

Success measures:

- Meeting weekly / monthly distribution deadlines.
- Min 1x month email marketing send.
- Quarterly clean of email database.
- Quarterly performance check with Executive Producer and Campaign Director for *Peter and the Starcatcher*.
- Sales conversion – monthly targets will be shared based on time allocation and budget spend.
- Correct / agreed allocation of time spent on each business portfolio (ie. Production x Collection x Activation x Education).

APPLICATION REQUIREMENTS

Applicants should submit the following:

1. A written application (no more than 2 pages) or video of no more than 3 minutes addressing why you think you're the best candidate for the job.
2. A current CV and contact details of 2 referees.

Applications should be emailed with **MARKETING ASSOCIATE** in the subject line by **5pm** on **Tuesday 2 April 2024** to info@deadpuppetsociety.com.au.