



# TERRAPIN POSITION DESCRIPTION

## MARKETING & PARTNERSHIPS MANAGER

POSITION	Marketing and Partnerships Manager
REPORTING TO	Executive Producer
POSITION TYPE	Full-time, 38 hours per week negotiable; flexible working arrangement possible
CONTRACT DURATION	Two-year contract (six-month probation) with option for renewal as mutually agreed
LOCATION	Hobart-based, occasional intrastate travel required
SALARY RANGE	70-80k, dependent on experience
ENTITLEMENTS AND SPECIAL CONDITIONS	Occasional out-of-hours work is expected. Terrapin operates a time in lieu system.



### ABOUT TERRAPIN

**Unique as the remote island on which we create our work, Terrapin explores beyond the borders of contemporary puppetry, engaging with the most urgent conversations of our time.**

Creating worlds of adventure for intergenerational audiences, our work has been presented by The Lincoln Center (USA), John F. Kennedy Center for the Performing Arts (USA), Aichi Arts Centre (Japan), A.S.K Shanghai, Royal Shakespeare Company (UK), Arts Centre Melbourne, Dark MOFO, MONA FOMA, and at schools all over Tasmania from Huonville to Flinders Island in the Bass Strait.

Alongside our touring work, we are committed to supporting local and interstate artists; welcoming resident, associate, and trainee artists to join us in exploring our art form and the world. Based at Salamanca Place in Hobart, the Terrapin team comprises four full and part-time staff, alongside many contract artists and production staff. Terrapin celebrates its 40<sup>th</sup> anniversary in 2021.

For more information, visit [www.terrapiin.org.au](http://www.terrapiin.org.au).

### POSITION OVERVIEW

Reporting to Terrapin's Executive Producer, and working closely with the Artistic Director, the Marketing and Partnerships Manager is a crucial member of our small creative team. You are a great copywriter and storyteller who will enhance our brand, nurture audiences and stakeholders alike, and **significantly increase Terrapin's profile during a period of growth**. You share our belief that **art and culture make lives better**, and are motivated to increase our reach locally, nationally and internationally.



## RESPONSIBILITIES

### Marketing and Publicity

- Manage all aspects of Terrapin's brand
- Plan and deliver of all aspects of Terrapin's marketing, publicity and communications strategies, including for key projects
- Undertake the company's social media activities, working with the company's creatives to generate content in line with our marketing, publicity and communications strategies
- Develop and manage Terrapin's communications, including website, e-newsletters, mailouts and campaigns
- Manage relationships with external providers including web developers, designers, artists, videographers, illustrators, photographers and the media
- Monitor, evaluate and report on the outcomes of marketing and publicity strategies and activities for continuous improvement.

### Fundraising and Partnerships

- Assisted by the Executive Producer and the Terrapin Board, drive the development and implementation of Terrapin's fundraising strategy, including campaigns, events and donor relationships
- Identify and develop and maintain relationships with key stakeholders, including existing and prospective donors and sponsors
- Develop and write grant applications and pitch proposals, in collaboration with the Executive Producer.



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Terrapin Puppet Theatre is assisted by the Australian Government through the Australia Council, its arts funding and advisory body, and through Arts Tasmania by the Minister for the Arts. Terrapin acknowledges the support of Salamanca Arts Centre.



## SELECTION CRITERIA

### Essential

- A creative thinker with at least 3 years' experience in marketing and development, with proven skills in developing and implementing marketing strategies and publicity campaigns across a wide range of media including social channels
- Superior written and verbal communication skills, including superior copywriting skills
- Experience in a performing arts organisation, not-for-profit, cultural or creative organisation or festival
- A working knowledge and understanding of the processes of theatre and public space events and a strong working knowledge of the cultural sector
- Strong organizational skills and demonstrated ability to manage projects involving multiple deadlines
- Ability to work in a small team, be self-directed and remain calm under pressure
- High level computer literacy including spreadsheet/database use and the ability to set up and maintain systems.
- Demonstrated curiosity and creativity and interest in culture, current affairs, emerging trends and policy.
- Must be able to obtain a Working with Children check and undergo a police check

### Desirable

- Driver's licence
- Tertiary qualifications in a relevant field
- Experience in successfully running fundraising campaigns
- Experience in developing and implementing publicity campaigns

