



# Marketing & Publicity Co-ordinator / Manager

## Sport for Jove Theatre

### Join Our Storytelling Journey

**Sport for Jove Theatre** is an award-winning NSW-based repertory theatre company dedicated to creating vibrant, intellectually rich, and emotionally resonant theatre experiences — from Shakespeare and classical repertoire to bold new Australian work and education-focused programs. Our mission is to nurture artists, deepen audience engagement, and make world-class theatre an accessible, vital part of Australia's cultural life.

We are seeking an **enthusiastic, creative, and strategic Marketing & Publicity Co-ordinator/Manager** to join our passionate team. This role calls for someone who loves storytelling as much as theatre itself — a person who sees marketing not just as promotion, but as a way to connect deeply with both new and existing audiences, build the company's identity with eloquence and humanity, and amplify our artistic vision with energy and integrity.

As part of a dynamic independent theatre company, you'll play a central role in shaping how our work is seen, heard, and felt by diverse communities — from seasoned theatregoers to curious newcomers and young learners.

### Core Responsibilities

#### Audience Growth & Engagement

- Craft and execute multi-channel marketing strategies to grow new audiences and deepen engagement with existing supporters.
- Identify target audience segments for season launches, individual productions, educational programs, and special events.
- Build partnerships with community groups, schools, media outlets, and cultural organisations to expand reach and relevance.

#### Publicity & Communications

- Develop compelling press releases, media kits, artist interviews, and promotional copy that reflect the heart and unique voice of Sport for Jove Theatre.
- Cultivate strong relationships with journalists, critics, influencers, and cultural commentators to secure standout coverage.
- Serve as a public face for the company at events, launches, and community engagements.

#### Brand Management & Digital Presence

- Maintain, refine and elevate the SFJ brand across all platforms — digital, print, social, and experiential.
- Oversee social media content creation, scheduling, community management, and analytics.

- Manage email newsletters, website updates, video content, and creative campaigns that tell our stories vividly and authentically.

### **Campaign Planning & Execution**

- Lead season-wide promotional campaigns from concept through implementation, ensuring alignment with artistic programming and organisational goals.
- Coordinate design and production of promotional materials, including posters, brochures, digital ads, and signage.
- Monitor campaign performance and report insights to guide future strategy.

### **Collaboration & Support**

- Work closely with the Artistic Director, Producers, Education team and production leads to integrate marketing with artistic intent.
- Support ticketing strategy, audience data analysis, and budget management to maximise reach and return on investment.
- Help deliver special initiatives like symposiums, workshops, festivals and educational tours.

## **Who We're Looking For**

We want someone who has:

- A **deep passion for theatre and storytelling**, and a clear understanding of how marketing can illuminate artistic work.
- Excellent written and verbal **communication skills**, with the ability to write eloquently and compellingly for diverse audiences.
- Experience in **strategic marketing, publicity or communications**, preferably in arts, culture or live performance sectors.
- Strong organisational skills and the ability to manage multiple campaigns, channels, and deadlines.
- Creative intuition and a collaborative spirit — eager to be part of a team that brings bold theatre to life.

## **Why Sport for Jove Theatre?**

At Sport for Jove, you'll work with an ensemble-focused company committed to artistic excellence, adventurous programming, and cultural inclusivity. You'll help shape how our stories — from classical texts to new Australian works — resonate, challenge, and enchant audiences across NSW and beyond.

If you're driven by curiosity, compassion and creativity, and ready to make theatre's voice heard with intention and impact, we want to hear from you.

## **Working Arrangements**

- This is a **part-time role** (hours to be discussed) with flexible working arrangements. Evening and weekend work during productions are expected.
- Remuneration will be discussed with shortlisted candidates and is based on experience and agreed hours.

## **Enquiries**

For further information or to express interest, please send your CV to:  
**info@sportforjove.com.au**