



## **BATS THEATRE LIMITED**

# **Marketing and Fundraising Manager**

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### **POSITION DESCRIPTION**

#### **POSITION PURPOSE**

The Marketing and Fundraising Manager is responsible for creating, overseeing and implementing the BATS Marketing and Fundraising Plans.

#### **POSITION DIMENSIONS**

The position of Marketing and Fundraising Manager is a full time, 40 hour a week role.

There are two major focuses to the Marketing and Fundraising Manager's role. The first is to ensure BATS marketing and the marketing of the co-ops (who present shows at BATS) is as effective as possible. The second is to ensure fundraising activities and programmes are implemented and measured. The Marketing and Fundraising manager works closely with the General Manager to develop strategy and access support.

#### **DESIRED EXPERIENCE**

- Marketing
- Fundraising
- Relationship management
- Fundraising software
- Database management
- Website CMS management
- Analytical and financial knowledge
- Excellent communication skills
- A passion for New Zealand theatre
- A passion for management and arts management
- Ability to work as part of a small team
- Basic knowledge of theatre production
- Experience in arts marketing an asset
- An understanding of the BATS philosophy
- Graphic design skills
- Graphic design software

## **KEY DUTIES / MAJOR TASKS**

### **Managing Marketing**

- Work with General Manager and core team on strategic development
- Develop, maintain and execute the BATS Marketing Plan
- Develop, maintain and execute the BATS Social Media Plan
- Maintain and update the BATS website
- Work with the General Manager, Programme Director and Finance and Events Manager on BATS marketing
- Develop and maintain marketing strategies to meet the objectives of BATS.
- Evaluate customer research, the theatre ecology, and implement marketing plan alterations as needed.
- Oversee all marketing, advertising and promotional activities undertaken by staff.
- Deliver all marketing activity within the agreed budget.
- Relationship management with external partners.
- Manage, write and send BATSmal
- Work with the Programme Director and other staff on social media

### **Fundraising**

- Work with the General Manager on fundraising/ business development
- Coordinate and maintain the BATS fundraising/ development plan
- Work with the BATS Board to ensure an ongoing programme of major donor recruitment.
- Maintain and build relationships with current donors
- Maintain and develop the BATS regular giving campaign
- Identifying opportunities for grant applications
- Ensure applications for grants for BATS are made
- Develop new fundraising initiatives and events
- Develop corporate partnerships

### **Audience Development**

- Coordinate education and audience development initiatives.
- Support understanding and development of audiences with co-ops
- Support surveying of audience members
- Create and coordinate Guano magazine mail out and distribution (quarterly)

### **Liaison with Co-operatives**

- Facilitate the welcoming of cooperatives into the theatre and guiding them on BATS processes in areas of marketing and ticket sales
- Develop and maintain a co-op marketing information pack
- Guide co-ops' marketing personnel in best practice
- Provide feedback on marketing and funding
- Motivating co-ops to bring new audiences into the theatre
- Providing support throughout season

## **STANDARDS AND VALUES**

It is expected that the Marketing and Fundraising Manager will carry out the responsibilities of the position to the highest professional standard, acting with high integrity, presenting a positive image of BATS in alignment with the BATS vision, mission and values.

## **REPORTING**

The Marketing and Fundraising Manager reports directly to the General Manager. All staff are collectively responsible for managing BATS.

### **Internal Relationships**

- BATS staff and volunteers
- Chairperson and BATS Board of Directors

### **External Relationships**

- BATS audiences
- Creative New Zealand
- Wellington City Council
- Current and Potential Sponsors
- Tourism, marketing and educational stakeholders
- Local and national media
- Theatre practitioners/co-operatives
- Other Theatres & Arts organisations (Fringe NZ & Comedy Festivals, Young & Hungry etc.)
- Other relevant organisations (eg. Playmarket, DANZ)
- Arts organisations generally
- Other Stakeholders as required