



Brown's Mart Arts LTD  
ABN: 67 141 763 895

GPO Box 3451, Darwin NT, 0801  
12 Smith St, Darwin NT 0800  
admin@brownsmart.com.au  
brownsmart.com.au

**Job Title:** Marketing Coordinator  
**Location:** Brown's Mart, 12 Smith Street, Darwin  
**Terms of Contract:** 0.4FTE (15hrs/week)  
12-month contract with an opportunity to renew  
**Reporting To:** Chief Executive Officer  
**Pay Scale:** \$65,000 per annum (pro rata at 0.4FTE) + 10.5% superannuation

## **Brown's Mart**

Standing on Larrakia land, Brown's Mart delivers a year-round arts program centred in generosity, innovation and energy.

We present work in and beyond our multiple performance spaces which engages with diverse communities and artforms and has a strong commitment to Northern Territory artists.

Brown's Mart champions new work and new voices through residencies, creative developments and presentations, and has done since 1972. Just as this legacy continues, so does Brown's Mart's commitment to our artists, our audiences, and our community.

## **Position Context**

Housed in one of the most historic buildings in the heart of the CBD, Brown's Mart has been operating for fifty years.

The Browns' Mart precinct contains a heritage listed, flexible, black box theatre, a rehearsal room, a live music venue, a courtyard and an administration building. As well as housing Brown's Mart's own development and presentation programs, the venue is hired to a variety of users including corporate functions, community events, school groups, and arts festivals.

The facility is owned by the Northern Territory Government and is maintained through close consultation with the Department of Territory Families, Housing and Communities and the Heritage branch of the Northern Territory.

## **Marketing Coordinator Duties and Responsibilities**

The Marketing Coordinator is responsible for the delivery of Brown's Mart's marketing and communications activities, ensuring that Brown's Mart's brand and values are maintained across all public-facing aspects. They will contribute to an inclusive, flexible, supportive environment for our artists, audiences, and community. They will work closely with a Graphic Designer.



## Marketing

- In line with Brown's Mart's Marketing Strategy, identify and respond to media, marketing and promotional opportunities.
- Maintain Brown's Mart's website including web-mastering, content generation and maintenance, and archives.
- Develop content and schedule timelines for Facebook, Instagram, LinkedIn and other social media platforms, as well as respond to and interact with our Social Media audiences.
- Working with the Venue Manager, generate content for TicketSearch listings.
- Oversee the design, printing and distribution of production collateral.
- Coordinate rehearsal, production and social photography for Brown's Mart productions and other events.

## Communications

- Curate content, create, and schedule EDMs for monthly news, program marketing, and donor communications.
- In line with Brown's Mart brand, oversee the design, printing and placement of corporate collateral, including venue signage across the Brown's Mart Precinct.

## Advertising

- Maintain Brown's Mart's existing advertising relationships, including generating content and growing new relationships.
- Oversee the design and scheduling of advertising in these and other publications, including, where applicable, working with a graphic designer.

## Publicity

- Provide a point of contact for Brown's Mart's publicist, supporting them in Brown's Mart's relationships with various media outlets, securing and generating editorial coverage, booking or providing appropriate images and scheduling interviews.

## Reporting and Documentation

- In line with Brown's Mart brand, collate material for the Brown's Mart Annual report.
- Curate support material from Brown's Mart projects, including photographic and video documentation, and collate for presentation and funding acquittals.

## Other

- Contribute to the development and implementation of the Brown's Mart brand.
- Undertake professional development including conducting research so as to ensure industry skills and knowledge are relevant.
- Contribute to an organisational culture of openness, creativity and safe work.
- Any other reasonable duties as directed by the Chief Executive Officer.



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## Application Process

Brown's Mart are looking for an enthusiastic and motivated person who will build on and maintain our brand, engage our stakeholders and develop audiences.

Whilst the successful applicant should be enthusiastic about contemporary arts and culture in Australia, they must ultimately have a strong sense of marketing activities, cultural engagement and communications. They will be comfortable in a fast-paced, office-based role in a dynamic team and will be used to managing competing priorities whilst being flexible.

Applicants are to provide a cover letter (no longer than two pages in length) addressing the selection criteria and include a current CV and two contacts as referees.

Applications should be emailed to:

[ceo@brownsmart.com.au](mailto:ceo@brownsmart.com.au)

Applications close 5pm (Central Standard Time), Sunday 26 June 2022

## Selection Criteria

### Essential

Experience in a similar role or comparative experience from another industry.

Experience in developing and distributing communication materials with copywriting, proofreading and editing skills

Excellent communication and interpersonal skills with demonstrated experience in communication

High-level organisational skills, the capacity to work with competing priorities, and an ability to manage flexible hours of work.

High level of digital literacy – including social media portals, Mailchimp, web-based platforms and the Microsoft Office environment.

### Desirable

A minimum of two years' experience in a similar role in the arts sector.

Understanding of key issues of the Northern Territory performing arts sector and more broadly the NT arts sector in a national context.