



POSITION DESCRIPTION

L2R – MARKETING MANAGER

JOB TITLE:

Marketing Manager.

PRIMARY LOCATION:

L2R's HQ located at the Footscray Community Arts Centre – 45 Moreland Street, Footscray.

REPORTING TO:

CEO/Artistic Director.

POSITION TYPE:

Part-time (0.4) 1-year contract with a six-month probation period, with potential for renewal.

AWARD:

Social, Community, Home Care and Disability Services Industry Award 2010.

Level 4. Pay point 1.

REMUNERATION:

\$82,0044 FTE + Superannuation.

APPLICATIONS DUE:

By 11:59pm Tuesday 12th March.

HOW TO APPLY:

Applicants must follow the Application Process outlined below.

First Nations People, and People of Colour, are strongly encouraged to apply for this position.



45 Moreland Road Footscray VIC 3004, Australia
Naarm / Wurundjeri Country

+61 (0)417 101 514

**L2R.
ORG.
AU**



SUMMARY OF POSITION:

The Marketing Manager will work closely with L2R’s CEO/Artistic Director to implement the Strategic Plan 2020 – 2025 with a focus on storytelling two strategic areas:

1. Hustle - Building organisational capacity.
2. Gigs & Growth – Sharing the good vibes.

The Marketing Manager plays a pivotal role in growing the audiences, reputation and reach of L2R Dance as one of Australia’s leading youth arts organisations.

You will devise, drive and implement promotional campaigns across L2R Dance channels and ensure an engaging L2R Dance brand, style, and voice.

THE SUCCESSFUL CANDIDATE WILL BE A STRATEGIC MARKETER AND COMMUNICATOR WITH EXCELLENT WRITTEN COMMUNICATION SKILLS ACROSS MEDIA PLATFORMS.

YOU HAVE EXPERIENCE IN WEB DESIGN/ CRM MANAGEMENT, SOCIAL MEDIA MANAGEMENT, AND ARE CAPABLE WITH ADOBE’S CREATIVE SUITE INCLUDING INDESIGN AND PHOTOSHOP.

YOU WILL RELISH CONTENT PRODUCING AND WORK COLLABORATIVELY WITH L2R’S TEAM OF FIVE PART-TIME STAFF AND 20+ ARTISTS. YOU WILL ALSO UNDERSTAND PUBLICITY IN THE ARTS.

KEY OBJECTIVES OF THE ROLE:

- Facilitate, implement and drive the organisation's Marketing Plan in collaboration with the Leadership team
- Create and implement a digital content plan (paid and organic) designed to highlight our core activities, inform and inspire our community and grow social media following
- Lead and manage all aspects of L2R's marketing and communications channels within allocated budgets: advertising, print, promotion, social media etc
- Lead and manage L2R's social media platforms and build connections with other like-minded organisations online to cross promote content
- Work collaboratively with the L2R team, partners and community to deliver grassroots and youth-driven digital content in line with organisational purpose and goals
- Devise, develop and deliver communication and promotional campaigns and strategies of all L2R Dance activities
- Manage the L2R Dance website including maintaining a style-guide, strong navigation, and useability
- Write, compile and format all L2R Dance print and web-based collateral
- Measure key activity and KPIs and provide monthly reports to the Leadership Team
- Lead the development of L2R's 'voice' and style guide across written media
- Coordinate Publicity for L2R Dance including media release, reviewer invitations, pitches, materials to media, publications and listings
- Manage L2R's core marketing, brand and company positioning among key stakeholders
- According to their skills and experience, design and develop content and collateral including posters, trailers, podcasts, brochures, and documents
- Establish new and existing strong relationships with the media and the wider arts community to support the work of L2R Dance
- Ensure all rights and copyright laws are adhered to at L2R Dance

**PROFESSIONAL EXPERTISE
+ CAPACITY**

The successful candidate has experience in marketing management and leadership including program design, people and culture and reflective practices.

It is more important that you know what you don't know rather than suggesting you're an expert at everything - we are all learning!

You will have worked in organisational contexts before, ideally small to medium and bring a range of skills and expertise that match the role and responsibilities outlined in the position description.

PERSONAL ATTRIBUTES

The successful candidate is expected to be self-disciplined, motivated, innovative, culturally aware, up for a giggle and down for a wiggle!

We work hard and have fun, we are looking for an awesome new collaborator for our team, artists and communities.



HOW TO EXPRESS YOUR INTEREST

1. Read the information above and visit the L2R website
2. Reach out to General Manager, Lucy Pitt for a confidential discussion
3. Send a cover letter (one page max) and CV to Lucy@l2r.org.au by 11:59pm Tuesday 12th March.

QUESTIONS? Ask Lucy.

WE LOOK FORWARD TO HEARING FROM YOU.



POSITION DESCRIPTION

ABOUT L2R:

L2R Dance is a well-established, not-for-profit organisation and registered charity based in Footscray, delivering dance programs across Melbourne's West

We are dedicated to providing free dance programs, training and development, arts leadership opportunities and sustainable pathways and employment for children and young people unable to access commercial dance and creative opportunities due to social and or financial barriers (perceived or real).

L2R advances culture through fun, free, and accessible arts and cultural activities, contributing to the nation's vibrant cultural life. Participants gather to perform, develop and socialise.

L2R draws from this history of hip-hop culture with its aims to empower and critique social issues that affect young people in Melbourne's West.

OUR PURPOSE IS TO INSPIRE POSITIVE VIBES THROUGH ONE LANGUAGE, DANCE!

OUR VISION IS A MORE INCLUSIVE WORLD WHERE PEOPLE'S LIVES ARE ENRICHED THROUGH ACCESS TO THE ARTS.

In 2009, Jacinda established L2R Dance (L2R) in the multicultural melting pot of Melbourne's Western suburbs. Starting from humble beginnings, L2R was born out of dance classes Jacinda ran at the Western English Language School (WELS) in Braybrook, Melbourne's West. The classes gave young people a fun and social aspect to their learning, offering opportunities to make friends and connect in a safe and supportive environment.

The organisation is based at Footscray Community Arts, the largest independent creative precinct in Melbourne's West.

Over the last decade, L2R has formed strong intergenerational relationships and watched participants follow their educational pursuits from primary school right through to university, empowering and inspiring them to give back to their local communities.

L2R moves physically, socially and culturally. L2R works with over 130 young dancers that represent over 29 different cultural and language groups, 20+ extraordinary emerging and lead artists, professional guest artists and creatives.



Each year we partner with multiple local councils, schools, community service organisations and presentation partners to deliver approximately 600 free dance workshops and creative projects.

Through our fee for service and registered social enterprise, we are proud to use dance as a platform to unite community and spread good vibes at some of Melbourne's biggest events and cultural celebrations, reaching an audience of over 500,000 in 2023.

L2R has also collaborated with iconic brands such as MECCA, M Power, the NGV, Bonds, and Platypus Shoes enabling 100% of the revenue from the collaborations and bookings to ensure a more inclusive world where peoples lives are enriched through access to the arts.

L2R is led by Jacinda Richards (CEO) and her passionate, small but mighty part-time team, Hëna Memishi (Artistic Associate), Lowell Demetita (Community Development Coordinator) and David Prakash (Youth Arts Coordinator) who work fiercely to amplify young people's voices through the power of hip-hop and street dance culture.

LINKS TO SUPPORTING DOCUMENTS VIA L2R DANCE WEBSITE:

Strategic Plan for 2020-2025 - Refreshed

Annual Report

L2R BELIEVES IN ONE LANGUAGE, DANCE!