

MARKETING & COMMUNICATIONS MANAGER: Position Description

Reports to: The Women's Circus Executive Director
Manages: Contractors and partners (web developers, printers and advertisers, graphic designers, photographers and videographers).
Works with: This position works regularly with Women's Circus core staff as well as casual trainers, contracts artists and creatives, and WC Members.

Hours: This is a part time position 0.6 FTE – 0.7 FTE, 3 – 3.5 days a week, negotiable. Standard hours are within Monday – Friday, 9am-5pm, with a lunch break, although actual hours worked are flexible and may be worked over multiple days.
Remuneration: \$74,000-\$78,000 pro-rata, per annum plus Superannuation and all entitlements.
Location: This position will primarily be based at Women's Circus, 395 Barkly St, Footscray, however there is some flexibility for working remotely where possible.
Term: 12-month contract from October 2025 – October 2026 with the possibility for renewal.

About Women's Circus

Women's Circus is a not-for-profit arts organisation offering a year-round social circus program and producing socially engaged circus works. We work with individuals and communities and foster collaborations between community participants and professional artists. Our social circus and creative programs celebrate the physical and imaginative potential of the human body and nurture self-awareness and self-esteem.

Women's Circus is bold, dynamic and confident, leading the way in intersectional feminist community arts cultural development practice to empower people of marginalised genders to shape community and culture through circus.

Women's Circus Employment Policy

Women's Circus is committed to creating a workplace that supports those from marginalised genders to thrive. We only provide employment for people who belong to a marginalised gender. Women's Circus provides flexible employment and actively supports people with a family or other working obligations and creative pursuits.

We strive to create work environments that support the physical, mental and emotional wellbeing of employees and acknowledges the diversity of lived experiences as valuable to our organisation. We

strongly encourage applications from trans and gender diverse community members, people of culturally and linguistically diverse backgrounds, First Nations people and people with disabilities.

Role Overview

The Marketing & Communications Manager is responsible for the design and delivery of Women's Circus marketing strategies, campaigns, collateral and content. This role leads the design and delivery of strategies to grow and diversify audiences, expand income streams, and strengthen sector development in line with Women's Circus' strategic priorities. The role manages all communications—social media, e-news, website, print, media—and relationships with internal teams and external partners. It also supports the Executive Director in delivering fundraising and development strategies. This position requires an innovative approach to engaging audiences, stakeholders, and donors in meaningful and impactful ways.

All Women's Circus roles take an active part in our vision to empower people of marginalised genders to shape community and culture through circus. By:

- Championing genuine and meaningful engagement, participation and representation of marginalised individuals and communities.
- Participating in the creation of a robust, sustainable, and healthy organisation and working culture.
- Creating programs and partnerships that create positive lasting and reverberating impact.

For this position, it means:

- Ensuring that marketing partners and contractors we work with align with and promote our values and priorities.
- That our Marketing strategy celebrates and targets the communities we seek to empower.
- Promoting and role modelling a culture of safety and positive wellbeing.

Key Tasks / Responsibilities

Marketing

- Lead the development and delivery of an integrated marketing strategy that aligns with Women's Circus' vision, strategic plan, and long-term sustainability.
- Design and implement targeted campaigns across all activities—social circus programs, creative programming, fee-for-service offerings (workshops, parties, venue hire), and artist/sector development initiatives—aimed at broadening reach and deepening engagement.
- Identify and pursue opportunities for audience growth and diversification through research, surveys, and data analysis.
- Safeguard and strengthen the Women's Circus brand, ensuring all communications reflect the organisation's values, aspirations, and reputation.
- Manage the production and design of marketing materials across all platforms including digital, print and Women's Circus merchandise.
- Produce high-quality copywriting for a range of audiences, working collaboratively with artists and colleagues to ensure timely and effective communication.
- Maintain and update the Women's Circus style guide to ensure consistency across all external communications.

Digital

- Develop and implement a cohesive digital communications and social media strategy as part of the broader marketing plan.
- Developing and oversee all video content created and used for Women's Circus marketing campaigns.
- Set and monitor goals and KPIs to measure growth and engagement across social media and the website.
- Oversee organic and paid campaigns, tracking performance and return on investment.
- Research and recommend emerging platforms and opportunities to reach and engage new audiences.
- Manage website development and maintenance, acting as the primary liaison with web developers.

Communications and Relationships

- Manage marketing databases including email subscriber database and image assets.
- Create and manage a comprehensive distribution network for print and cross-promotional materials.
- Develop and deepen partner, stakeholder and audience relationships.
- Contribute to quality company relationships through clear communication and participation in internal meetings and forward planning.
- Develop, engage and manage supplier relationships, including pro-bono and low-bono business partners including web developers, printers and advertisers.
- Liaise with graphic designers, photographers and videographers to develop collateral for marketing and archival purposes.

Event Support

- Lead the generation of ticket builds for performance seasons.
- Support opening night functions (and similar) including VIP and guest lists as required.
- Represent Women's Circus at internal and external events to build networks and visibility.

Fundraising & Development

- In collaboration with the Executive Director, develop and implement a fundraising and development strategy that supports donor identification, cultivation, recognition and retention.
- In collaboration with the Executive Director, develop, deliver and evaluate fundraising campaigns and activities.
- Maximise impact of partnerships through well-crafted communication strategies.
- Ensure the CRM database Airtable is maintained and effectively used to track donor data and relationships.

Planning, Evaluation and Reporting

- Contribute to strategic planning and lead annual operational planning for marketing and communications.
- Coordinate annual sector research initiatives and contribute to meaningful evaluation across the organisation.
- Provide regular reports on marketing and development metrics to the Executive and Board.
- Support program evaluation through written reports and presentations including development of annual members survey report.

- Assist with government funding acquittals and the preparation of annual reports.
- For key creative programs, produce and analyse sales reports, audience data, and post-activity evaluations to assess campaign effectiveness.

General

- Ensure the smooth flow of information and enable collaborative and positive interpersonal relationships with the Women Circus team.
- Undertake professional development and training initiatives as identified and agreed with the Executive Director to ensure ongoing effective delivery of the position.
- Undertake other duties assigned by Executive Director as required

Selection Criteria

- **Essential**
- Qualification in Marketing & Communications, or equivalent professional experience in the circus/physical theatre sector, or broader arts/community sectors.
- Demonstrated ability to engage with racial justice and cultural equity frameworks, drawing on both professional and lived experience.
- Strong community engagement skills and understanding of self-determined community practice.
- Exceptional skills in copywriting, editing, and verbal communication across diverse audiences.
- Proven experience in writing and editing for both print and digital platforms.
- Ability to collaborate and communicate effectively and sensitively with people from diverse cultural and lived backgrounds.
- Adaptive mindset with the capacity to embrace new challenges, solve problems, and implement innovative ideas.
- Strong organisational skills, with the ability to self-manage, prioritise, and seek support when needed.
- **Desirable**
- Knowledge of, or experience working within, the circus and physical theatre community.
- Experience designing and delivering successful fundraising campaigns and/or philanthropic partnerships.
- Strong stakeholder management experience within the arts or related sectors.
- Understanding of the Australian arts sector, including funding and administrative bodies.
- Experience in project and budget management, with a track record of delivering long-term strategies.
- Ability to analyse marketing and audience data to inform strategic decisions.
- Proficiency in relevant software, such as Adobe Creative Suite, Microsoft Office, Airtable, Canva, MailChimp, and Wordpress.

Applications:

You can apply by addressing the selection criteria in any of the following ways:

- Written (1-2 pages)
- Video (less than 10mins)
- Audio (less than 10mins)
- Auslan video (we can arrange interpretation of your video if needed - please contact us)

Your application should introduce yourself, address the selection criteria, provide examples of your work and respond to the four points below:

- What excites you about this role and joining the team at Women's Circus?
- What can you bring to this role that will support the success of the team?
- How did you contribute to a work culture that you have enjoyed being a part of?
- Is there anything you would like us to know about how you work would like to take on this role?

Please also provide CV/Resume (maximum 2 pages) to support your application.

Applications are open until midnight Sunday 5 October.

Applications can be addressed and sent to Women's Circus Executive Director, Pippin Remi at execdirector@womenscircus.org.au. Applications will be assessed as they are received. All applicants will be notified of the outcome of their application.

We encourage anyone who needs specific services, support or would like to discuss how they can fully engage with the application or interview process to contact us.

Interviews will be held online on Friday 10 October 2025. Please advise us in your application what times you are available on that day or if you are not available on that date.

Deadline and Softline: If you are unwell or experience an unexpected interruption that means you will not be able to meet the closing deadline, please get in touch to discuss an extension. You do not need to disclose the reason for the extension.

Women's Circus acknowledges the Kulin Nation as the traditional owners of the land on which we meet, train and create and recognise their continuing connection to land, waters, communities and culture. We pay our respect to

Elders past and present and through them to all Aboriginal and Torres Strait Islander peoples. Sovereignty was never ceded. Always was, always will be Aboriginal land.