

Position Vacancy: Marketing Manager

Position	Marketing Manager
Salary	\$85,000 – \$90,000 per annum commensurate with experience, plus superannuation
Position Type	Full-time
Location	Collingwood Yards, Melbourne/Naarm Work from home available in accordance with Policy
Reports To	Executive Director & CEO and Artistic Director
Supervises	Marketing Coordinator (0.6 FTE) Communications & Community Coordinator (0.2 FTE) External contractors (e.g. graphic designers, photographers) as required
Application Deadline	10pm Wednesday, 14 October 2026
Key Features	• Senior Manager role supporting the Executive team and managing the Marketing Team (including budgets, workflow, reporting and personnel) • Lead marketing and communications for national and international touring, co-productions and the ILBIJERRI brand • Occasional work outside normal business hours; flexible working hours negotiable
Eligibility	This is a First Peoples (Aboriginal and/or Torres Strait Islander) prioritised position. Candidates with appropriate experience and/or diverse lived experiences are also encouraged to apply.

Join ILBIJERRI's Team

ILBIJERRI Theatre Company is the longest-established First Peoples' theatre company in Australia, celebrating 35 years strong this year. Under the leadership of Artistic Director & CEO Andrea James, ILBIJERRI is in an exciting stage of transition and growth and recently joined the National Performing Arts Partnership Framework (NPAPF).

ILBIJERRI creates, presents and tours powerful and engaging theatre by First Nations artists that gives voice to our cultures, bringing the brilliance and sophistication of bold, black voices to audiences from country halls to the big stages of the world. Deep listening with and for Community and Country is central to everything we do.

We are seeking a passionate, strategic and creative Marketing Manager to lead how ILBIJERRI's stories reach audiences, communities, presenters and partners – locally, nationally and internationally – through our next chapter of growth.

Our Vision

First Peoples voices are powerful in determining the future of Australia. We create impact by and for First Peoples through sharing our stories, our way.

Our Purpose

ILBIJERRI Theatre Company exists to:

- Create impactful theatre by First Peoples that tells our stories our way, embedding creative sovereignty in all our work and continuing our Songlines.
- Meet our responsibilities to Aboriginal and Torres Strait Islander communities, including aspirations of voice and truth-telling, uplift, healing, opportunity, and access.
- Inform and encourage accomplices in the fight to eradicate racism.

Our Values

All ILBIJERRI staff are expected to model and uphold our organisational values, namely:

- The power of First Peoples' values
- First Peoples' protocols and ways of working
- Self-determination
- Respect
- Diversity of First Peoples

The Position

The Marketing Manager is responsible for developing, overseeing and implementing ILBIJERRI's marketing and communications strategies – from the company's overarching strategic marketing through to specific project campaigns. The role manages marketing and communications for national and international events, touring and ongoing brand management, and maintains strong relationships with local, national and international presenters and stakeholders.

As a Senior Manager, the Marketing Manager supports the Executive team, leads and develops the part-time Marketing Coordinator and Communications & Community Coordinator, oversees external contractors, liaises with artists, and works closely with staff across all areas of the company.

Key Responsibilities

Leadership and brand

- Manage the recruitment, performance and professional development of the Marketing Coordinator and Communications & Community Coordinator.
- Lead and oversee the renewal of ILBIJERRI branding compliance and style standards in consultation with the CEO and Artistic Director.
- Maintain the quality and accuracy of the ILBIJERRI website and identify opportunities for renewal and improvements.
- Alongside the Executive and Senior Producer, build understanding of the marketing function, its requirements and dependencies across all staff.
- Take ownership of Marketing Team processes to ensure the team functions and communicates effectively and efficiently.

Company marketing strategy

- Develop and implement a holistic marketing and communications strategy aligned with the Strategic Plan and Artistic Program, expanding the company's profile and promoting fundraising, tours, programming and events.
- Oversee all marketing campaigns, social media, website, e-newsletters, print materials and paid and organic acquisition activity.
- Maintain and implement improvements to the company's marketing guidelines, including marketing and project plans, the Annual Report and internal style guide.
- Expand ILBIJERRI's language and style guide using cultural and community standards to inform and influence our communications.
- Lead strategic recruitment campaigns for core staff when required.

Strategic event marketing

- Devise marketing propositions and concepts in copy and imagery, and lead quality briefs to designers, publicists, printers and video producers. Lead hero image shoots as required.
- Negotiate print and online advertising and art direct content and artwork across all events and projects.
- Oversee venue Marketing Kits, promotional collateral, supporter logo acknowledgements and project documentation (still and moving image).
- Respond strategically to changing project propositions, timelines and external influences.

Relationship management

- Build strong strategic relationships with lead artists, presenters, venues, partners, audiences, agencies, publicists and vendors.

- Work with producers and venues to prepare and analyse ticket sales reports against marketing strategy.
- Collaborate with the Development & Events Coordinator on event invitations, guest lists and RSVP processes for ILBIJERRI performances and functions.

Financial and reporting

- Manage core marketing and event/project marketing budgets in consultation with the Executive.
- Work with an external designer to format, deliver and distribute the company's Annual Report.
- Measure and report on campaign performance, digital reach, audience feedback and media coverage to inform future strategy.
- Prepare regular Board reports and present campaign and strategic plan overviews to the Board as requested.

About You

We are looking for someone who brings creativity, strategic thinking and cultural knowledge to the role. You will have:

Skills and attributes

- Strong knowledge of First Peoples' cultural values, practices and beliefs, particularly in a First Peoples arts context.
- Understanding or awareness of First People's communication styles and language preferences.
- High-level, dynamic marketing copywriting, editing and proofreading skills. Excellent attention to detail.
- Strong oral communication skills, with the ability to lead and contribute significantly in meetings.
- Critical thinking and an ability to proactively anticipate and solve problems...
- Strong organisational and time management skills.
- The ability to work collaboratively as part of a team and autonomously.
- Professionalism, a strong work ethic and leadership capability as a senior manager in a national company

Experience

- Proven ability to create and execute successful strategic marketing campaigns, often within tight timelines and budgets.
- Strong understanding of best practice communication (print and digital) to diverse stakeholders, including Community, audiences, funders, venues, government, trusts and foundations, donors, media and artists.

- Strong understanding of the digital marketing landscape, including paid and organic social media, website content (WordPress), SEO/SEM, eCommunications tools (e.g. Mailchimp, Campaign Monitor) and paid digital advertising.
- Experience writing effective design briefs for external designers across digital and print, including event promotion, collateral, signage and merchandise.
- The ability to adapt to changing external environments and circumstances.

If you meet some but not all of the above criteria, we warmly encourage you to reach out to discuss your application.

What We Offer

- A salary of \$85,000 – \$90,000 per annum (pro-rata for part-time), commensurate with experience, plus superannuation.
- Full-time or part-time arrangements, with flexible working hours negotiable.
- The opportunity to shape the voice and reach of Australia's longest-established First Peoples' theatre company during an exciting period of growth.
- A culturally grounded workplace at Collingwood Yards, working alongside First Nations artists and arts professionals.

How to Apply

This is a First Peoples (Aboriginal and/or Torres Strait Islander) prioritised position.

Please note in your Cover Letter:

- Any actual or perceived conflicts of interest you may have with ILBIJERRI, its staff, artists, or affiliated organisations, so these can be appropriately managed.
- If you identify as Aboriginal and/or Torres Strait Islander, your language group and Country.

To apply, please either:

- Apply directly through Ethical Jobs, ArtsHub or LinkedIn, or
- Send your CV and Cover Letter to Jessica Bilston-Gourley (hr@ilbijerri.com.au).

If you have any questions or would like to arrange a confidential conversation, please email CEO & Artistic Director Andrea James (andrea@ilbijerri.com.au).

Applications close 10pm Wednesday, 14 October 2026.