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## Producer - Campaigns and Content

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**Term:** Ongoing Role

**Hours:** Full-Time 38/week (5 days, Mon - Fri)  
Office hours are 8.30am to 5pm + outside office-hours work required

*The Little Red Company values the importance of a work/life balance and flexible working hours are available.*

**Reporting to:** The position reports directly to the Executive Director, and works closely with the Artistic Director and the Marketing Director.

**External relationships:** External PR Agency, External Graphic Designer, Partners, Venues, Clients

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### About the Role

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The Little Red Company seeks a quick-thinking, ideas-focused and creative Producer - Campaigns and Content to join our small, hardworking team to lead on marketing, audience, business development and content.

The *Producer - Campaigns and Content* is a new role in a small team, and as such there is huge scope for an energetic marketing and/or arts professional to make this role their own as The Little Red Company grows. We are looking for a Producer who will proactively pursue opportunities, partnerships and relationships which support the objectives of the Company and maximise revenue opportunities.

The Little Red Company produces between three and five major productions per year, tours regionally and nationally, runs an Education program, works with cultural and corporate partners to deliver bespoke creative events and is the producer of the Lord Mayor's Christmas Carols 2021-2024.

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### About the Company

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Founded in 2012 by Naomi Price and Adam Brunes, The Little Red Company has established itself as one of Australia's most vital independent production houses, celebrated for its unwavering commitment to job creation and the development of original work.

Little Red has pioneered a unique brand of music-driven theatrical experiences, which bring together world-class artists from diverse professional and artistic backgrounds to create exciting and relevant productions that attract new audiences to the theatre.

Little Red's critically-acclaimed catalogue of original works includes *Rumour Has It* (2012), *Wrecking Ball* (2014), *Lady Beatle* (2017), *From Johnny to Jack* (2018), *Christmas Actually* (2018), *The IsoLate Late Show* (2020), *There's Something About Music* (2021), *Your Song* (2021), *Skyfall* (2021) and *Sisters Are Doing It For Themselves* (2022) which have toured nationally and internationally to critical and audience acclaim. Over 450,000 people have enjoyed a Little Red production.

Little Red was a finalist at the Lord Mayor's Business Awards in 2020 and 2021 and their productions *Rumour Has It* and *Your Song* have both won a Matilda Award for Best Musical or Cabaret.

Little Red proudly produces the *Lord Mayor's Christmas Carols*, an initiative of Brisbane City Council. In 2021 – their inaugural year at the helm of this hallmark festive event – the Lord Mayor's Christmas Carols was enjoyed by a broadcast audience of over 1,000,000 viewers and provided employment to over 250 arts professionals.

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## Duties and Responsibilities

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### Marketing

- Work with Marketing Director, Artistic Director and Executive Director to conceive, plan and implement marketing campaigns and promotional initiatives, ensuring they are on brand, on schedule and delivered to a high standard, including:
  - show announcements and ticket sales campaigns
  - organic social media campaigns across all platforms (content ideation and planning, content creation, scheduling and community management)
  - EDM drafting and scheduling
  - cross promotions
  - media materials including photo and video assets.
- Work collaboratively with our venue partners to maximise marketing opportunities.
- Manage the work of the contracted Graphic Designer within retainer hours or additional allocated budget, including compiling comprehensive design briefs.
- Creative and corporate copywriting as required, including marketing copy, media announcements, company blogs, proposals and reports.
- Work collaboratively with external PR Agency and foster relationships with media contacts and VIPs.
- Work with Brisbane City Council on the marketing/branding for the Lord Mayor's Christmas Carols.

### Audience and Business Development

- Contribute to ideas generation and future program development to maximise audience reach.
- Manage the Company database.
- Proactively seek and develop opportunities to maintain active engagement with our audience, and opportunities to grow our audience.
- Support the development of the Education program and the growth of the market for these offerings.
- Support the company's corporate activities, including external appearances and performances for core company members.
- Proactively pursue opportunities, partnerships and relationships which support the objectives of the Company and maximise revenue opportunities.

### Content

- Manage the currency and usability of the Company website [www.thelittleredcompany.com](http://www.thelittleredcompany.com)
- Oversee the development of content including sizzle reels, social media presence, contracted content development for external clients or other content as required
- Coordinate the development and delivery of content for the Lord Mayor's Christmas Carols.

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## Selection Criteria

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1. Creative thinker who thrives in a dynamic and busy work environment
2. Demonstrated experience in creating and implementing marketing campaigns, including digital marketing, direct marketing, socials and website content platforms
3. Demonstrated experience in (and passion for) identifying and nurturing partnerships and business opportunities, including preparing proposals and pitching ideas
4. Motivated, independent worker able to manage multiple projects, priorities and timelines
5. Demonstrated excellent written and verbal communication skills and the capacity to work in a team environment

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## How to Apply

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Please send a cover letter which lets us know why you would be great for this role, and a CV to Katherine Hoepper, Executive Director [katherine@thelittleredcompany.com](mailto:katherine@thelittleredcompany.com) by COB Monday 6 June 2022. If you have any questions about the role, please also reach out to Katherine.