

Position Description

Marketing & Communications Officer

Location: Albury-Wodonga

Employment Type: Full-time

Salary: \$70,000 plus superannuation

Reports to: Executive Producer / Deputy CEO

About the Flying Fruit Fly Circus

The Flying Fruit Fly Circus is Australia's national youth circus, based in Albury-Wodonga on the border of NSW and Victoria. We deliver a unique full-time training and academic program for young people aged 8–18 through our renowned Circus School, and we create and tour contemporary circus shows for family audiences across Australia and internationally.

This is an exciting time to join the company as we launch **Circus Centre Melbourne**, strengthening our commitment to championing Australian circus and supporting new pathways for graduates into the future. With activity now taking place across two sites - Albury and Melbourne - FFFC continues to grow as a national centre of excellence for contemporary circus.

Role Purpose

This is a new position, created as the Flying Fruit Fly Circus enters a dynamic period of growth and expanded activity. Based in Albury, the Marketing & Communications Officer will support work across both company sites (Albury and Melbourne) helping shape and share the story of FFFC's training programs, performances, tours, and events.

There's never a dull day at the Fruit Flies: if there isn't a show going on, there's a young acrobat doing something extraordinary in the training centre. This role is ideal for someone who is curious, hands-on, and ready to jump on opportunities to capture and share the energy, ambition, and creativity of life at Australia's national youth circus.

Working closely with the Executive Producer/Deputy CEO and supported by a team of external contractors (including graphic designers and publicists), the Marketing & Communications Officer will bring a can-do attitude and creative flair to campaigns across shows, auditions, training programs, fundraising, and national touring activity.

Key Responsibilities

Marketing & Campaign Implementation

- Deliver marketing campaigns for shows, auditions, training programs, public classes, tours, and community events
- Coordinate marketing timelines, content calendars, and advertising schedules across print and digital platforms
- Support campaigns including end-of-financial-year fundraising, major launches, and promotional pushes

Digital Content & Communications

- Create and publish engaging content across social media, website, email, and other channels
- Capture or coordinate photography and video content from training, rehearsals, and performances
- Maintain and update the FFFC website and assist with regular eDM communications

Media & Public Relations

- Draft and distribute media releases, and liaise with local, state, and national media
- Develop artist and alumni profiles, media kits, and story angles
- Coordinate with external publicists on media outreach and campaign execution

Brand & Audience Development

- Uphold the FFFC brand, tone of voice, and visual identity across all communications
- Support audience development strategies and campaign performance analysis
- Track analytics, collate media coverage, and contribute to post-campaign evaluations

Key Relationships

- **Internal:** Executive Producer/Deputy CEO, Artistic Director, Training and Production staff, Producing & Administrative team, Students
- **External:** Graphic designers, photographers, videographers, PR contractors, venue marketers, media outlets, partner organisations

Selection Criteria

Essential

- Excellent written and visual communication skills with strong attention to detail
- Demonstrated experience in marketing, communications, or content creation
- Proficiency with social media platforms, CMS (e.g. WordPress), and eDM tools (e.g. Mailchimp)

- Basic graphic design and asset management skills (e.g. Canva, Adobe Creative Suite)
- Photography and/or video content skills, or a willingness to learn
- High level of initiative and organisation, with the ability to manage multiple projects
- A proactive, can-do attitude, with flexibility and creativity to respond to changing needs
- An interest in youth arts, circus, or touring performance companies

Desirable

- Experience in or connection to the arts, cultural, or education sectors
- Familiarity with regional and national media and marketing environments
- Understanding of audience development, community engagement, or fundraising communications
- Experience working in a small team or independently on projects from start to finish

Why Join Us?

- Be part of a nationally celebrated and culturally significant circus organisation
- Play a key role in shaping and sharing the story of one of Australia's most exciting arts companies
- Work in a creative, supportive environment with flexible work options and national impact
- Help launch and support the growth of Circus Centre Melbourne and the next generation of circus artists

How To Apply

Send your CV with a cover letter responding to the Selection Criteria to:

Donna Baldwin, Executive Officer
dbaldwin@fruitflycircus.com.au by **5pm Monday 7 July 2025**.

For a confidential discussion about the role, contact:
Tahni Froudish, Executive Producer/Deputy CEO | tfroudish@fruitflycircus.com.au