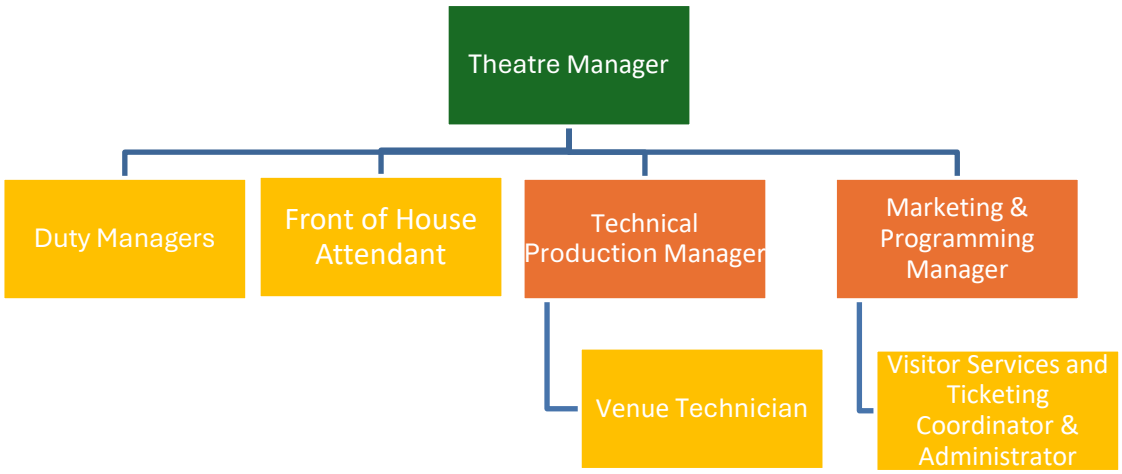


Position Description: Marketing and Programming Manager

Business Group	**Commercial**
Reports To	Theatre Manager
Direct Reports	1
Date	November 2026
Budget Responsibility	Nil
Financial Delegation	Nil

Business Group Structure



Purpose of the Position

The Marketing and Programming Manager leads the development and delivery of Theatre Royal Timaru's programme, marketing, communications, and audience

development activities. The role supports the Theatre Manager to deliver a diverse, inclusive, and commercially sustainable programme that reflects the needs of the Timaru District and wider South Canterbury community.

Responsible for the theatre's marketing and brand strategy, the position develops and implements integrated campaigns that increase attendance, grow audiences, maximise revenue opportunities, and strengthen community engagement. This includes oversight of digital and traditional marketing channels, media relations, partnerships, and promotional activities.

The role works closely with promoters, hirers, artists, community groups, sponsors, tourism partners, and local businesses to build strong relationships, expand the theatre's reach, and support its long-term success. Using audience insights and market trends, the Marketing and Programming Manager identifies opportunities to increase visitation, enhance customer experience, and contribute to the commercial performance and reputation of the venue.

This role will provide first line leadership to the team, communicating company goals, safety practices, and priorities. Fostering high quality and effective service that is responsive to community and Council needs with a focus on continuous improvement.

Key Relationships / Customers

External	Internal
Promoters	Theatre Royal Team
Artists and Arts Organisations	General Manager GLAM
Community Organisations	Theatre Manager
Creative New Zealand	All Staff
Tourism Partners	
Sponsors	
Local Businesses	

Position Responsibilities

Your general duties include those outlined in this position description and may be reviewed and updated from time to time in consultation with you. You will also be required to undertake any other duties that are within your ability to perform, if asked to do so.

Programming and Venue Utilisation

1. Support creation of an annual programme that supports the theatre's strategic objectives, audience needs and commercial performance.

2. Support in maximising venue utilization through efforts to identify and secure a balanced mix of professional touring productions, performances, community programming, cinema content and venue-based activities and events.

3. Coordinate programming calendars, identifying programming gaps, emerging opportunities and market trends to strengthen the annual programme.

4. Prepare programme recommendations, proposals and performance analysis for consideration by the Theatre Manager.

Commercial Venue Hire and Commercial Administration

5. Identify and develop venue hire opportunities across corporate, community and commercial markets, promoting Theatre Royal Timaru as a preferred venue.

6. Manage venue hire enquires, proposals, quotations and client communications.

7. Prepare and administer venue hire agreements, ensuring requirements, charges and obligations are clearly documented.

8. Monitor venue hire activity, market trends and client feedback to inform business development initiatives.

Marketing and Commercial Performance

9. Develop, implement and evaluate marketing, audience development and promotional strategies aligned with the Theatre's strategic objectives, including integrated campaigns across digital, print, broadcast and community channels.

10. Manage the Theatre's profile and audience engagement through media relations, publicity opportunities, promotional partnerships, website content management, customer relationship management and targeted audience growth initiatives.

11. Monitor and analyse commercial and operational performance, including ticket sales, attendance, venue hire revenue, audience engagement and campaign effectiveness, using data and insights to support continuous improvement and informed decision-making.

12. Support revenue growth and commercial success by identifying opportunities for sponsorship, funding, partnerships and other income-

generating activities, and by contributing to programming, marketing and financial forecasts and budgets.

13. Maintain accurate records and reporting relating to bookings, clients, programming, marketing, ticketing, venue hire and commercial activities to support operational and strategic planning.

Community Engagement and Partnerships

14. Develop and deliver community engagement initiatives to increase participation, access and opportunities for community involvement in Theatre Royal Timaru programmes and activities.

15. Build and maintain effective relationships with stakeholders, including community groups, educational institutions, artists, organisations, sponsors, supporters, local businesses and resident clients, supporting their engagement and operational needs.

16. Coordinate and support the Friends of Theatre Royal Timaru programme, ensuring ongoing engagement and value for members.

17. Support the recruitment, engagement and recognition of volunteers who contribute to theatre activities and events.

18. Represent Theatre Royal Timaru within the community and industry, fostering partnerships, supporting the local arts sector, gathering community insights and feedback, and informing programming, marketing and audience development activities.

Leadership and Operational Support

19. Foster collaborative, customer-focused team culture by promoting clear communication, teamwork, knowledge sharing and cross-department cooperation.

20. Support team capability by making effective use of team members' technical skills, identifying development needs and encouraging practical solutions to operational challenges.

21. Contribute to the implementation of the theatre's strategic and operational plans through programming, marketing, commercial and audience development initiatives.

22. Support the development and review of operational procedures, business planning, risk management and continuous improvement initiatives.

General

23. Manage daily operations to ensure safety and customer satisfaction.

24. Effectively convey vision, ideas, goals and issues.
25. Train and develop team to meet performance goals.
26. Promote team work, inter-department co-operation and knowledge sharing.
27. Actively engage in setting goals and objectives for self and team.
28. Give and receive constructive feedback.
29. Effectively utilises technical skill capacity and knowledge of team members.
30. Works with team to develop technical solutions to new or highly complex problems.
31. Quickly and effectively addresses road-blocks, issues or problems.
32. Enhanced awareness and knowledge of methods and techniques used by TDC to gain insight, plan, and make decisions.
33. Supports process improvements and resource optimization.
34. Generate and suggest ideas to contribute to unit cost saving strategies and execute initiatives.
35. Take responsibility for ensuring Council information, data and records are stored with appropriate accessibility in designated systems, using processes and tools as described in the current Information Management Policy.
36. To be actively involved in Civil Defence Emergency Management when required.
37. Proactively lead the continuous development of health and safety culture and practices through working safely, taking responsibility for keeping self and colleagues free from harm, reporting all incidents and hazards promptly and knowing what to do in the event of an emergency.
38. To live the COSI values; Customer Focus, One Team, Success and Integrity and consciously create a team culture that is consistent with the overall organisations values and above the line behaviours.
39. Assist with other duties as reasonably required by the Theatre Manager.
40. Commitment to the principles of the Treaty of Waitangi.

Formal Qualifications / Training / Experience

Minimum Qualification	NZQA Level 5 qualification in Performing Arts, Marketing, Business Management, Arts Administration or relevant experience.
Desired Qualification	A degree or postgraduate qualification in marketing, business management, arts management, performing arts, communications, event management or relevant discipline.
Minimum Experience	3 years' experience in programming, marketing, events, arts administration, entertainment, venue operations or relevant industry experience
Desired Experience	5+ years experience in programming, marketing, events, arts administration, entertainment or venue operations.

Key Competencies / Skills / Knowledge

1. Creative, innovative and audience-focused approach.
2. Strong relationship-building and stakeholder management skills.
3. Passion for live performance, arts and community engagement.
4. Commercially aware with the ability to balance artistic and financial objectives.
5. Proactive, organised and able to work independently.
6. Flexible and adaptable with the ability to work evenings and weekends when required.
7. Calm, professional and solutions-focused under pressure.
8. Ability to lead and develop team to fully utilise skill and technical capacity, to achieve individual, unit and organisational goals.
9. Sound working knowledge of unit function/s with the ability to support process improvement.
10. Effective written, verbal and non-verbal communication skills.
11. Ability to give and receive constructive feedback.
12. Excellent computer skills in the Microsoft Windows environment, knowledge of Excel is a must.
13. Knowledge of standard business and financial process and terms.
14. Ability to problem solve and self-manage.
15. NZ Full driver's license.

16. Acts with honesty, integrity and in a trustworthy manner.

_____	_____
Theatre Manager	**Marketing and Programming Manager**
_____	_____
Date	**Date**