



Marketing Coordinator

Job Information Pack

**Applications close
5pm Tuesday 16 September 2025**

Position commences
September 2025

Contact Details

**Jo McDonald
Studio Owner**

Ground Floor, 80 Anzac Highway, Everard Park
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phone 08 7073 2069

www.dragonflydance.com.au
www.facebook.com/dragonflydanceadl
www.instagram.com/dragonflydanceadl

Role overview

Bring your creativity and coordination skills to Dragonfly Dance, Adelaide's leading studio for adults. As our Marketing Coordinator, you'll shape engaging campaigns, grow our community, and strengthen our brand across digital and print. This part-time role is perfect for someone who loves storytelling, thrives on variety, and wants their work to make a real impact.

Role purpose

Our purpose is to foster belonging and connection through the transformative power of dance. In this role, you will help bring that purpose to life when you:

- Create and share engaging stories that showcase our community and inspire new dancers to join us
- Coordinate marketing campaigns that grow awareness and strengthen the Dragonfly Dance brand
- Keep our digital presence vibrant and up to date across social media, website, and email
- Develop materials that reflect our values and make every interaction with our studio feel welcoming and professional

To succeed in this role ...

To succeed in this role and team, you will be able to:

- Understand our classes, offers, values, and ideal client profiles, and translate them into clear, engaging marketing messages.
- Write and design content that is on-brand and aligned with our tone of voice, key messaging, and customer journey.
- Coordinate multiple projects at once, staying organised and meeting deadlines.
- Use social media platforms, Canva, and website tools (Wix or similar) with confidence, and learn new systems as needed.
- Track results, reflect on what's working, and adapt campaigns for greater impact.
- Liaise confidently with our external digital agency to plan, brief, and evaluate paid social, search advertising, and SEO activity.
- Collaborate with the Business Services and Teaching teams while also working independently.
- Uphold brand consistency and align your work with our values of connection, creativity, and inclusion.
- Take direction, contribute ideas, and think proactively to support the growth of Dragonfly Dance.

Why join us?

- Be part of a purpose-driven organisation that makes people's lives happier, healthier, and more connected through dance
- Work in a unique, innovative, and growing studio where creativity is valued
- Join an organised, supportive, and friendly team environment

- Build your skills with opportunities to learn, grow, and collaborate on meaningful projects
- Enjoy a varied and rewarding marketing role that blends creativity, strategy, and impact

How to apply

Applications are being accepted via our online application form.

We will not be accepting applications by email or post.

Head to www.dragonflydance.com.au/jobs to find the Marketing Role and apply.

Tips for applying

We want to hear from people who are genuinely interested in joining Dragonfly Dance—not just sending out bulk applications. Here are some ways to make your application stand out:

- **Address your application personally.** Please use the contact person listed on page 1 of this pack. Applications beginning with “To whom it may concern” or “Dear Hiring Manager” don’t give us confidence in your ability to connect with people.
- **Write a thoughtful covering letter.** A generic CV and brief note won’t show us who you are. Take the time to tell us why this role appeals to you, what you have to offer, and how you meet our needs.
- **Show that you know us.** We don’t expect you to know everything, but we do expect you to have looked at our website and to reflect something you’ve learned about Dragonfly Dance in your application.
- **Convince us to meet you.** Your covering letter is your chance to show us your skills, your enthusiasm, and your alignment with our values. Make it clear why we should invite you for an interview.

Enquiries

If you have any enquiries, contact:

Jo McDonald
Studio Owner
Email jo@dragonflydance.com.au
Phone 08 7073 0269

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About Dragonfly Dance

Dragonfly Dance is the leading dance studio for adults in South Australia catering to adults of all ages, from 18 up to over 80. We offer classes in ballet contemporary, jazz, and tap, at a variety of levels, and in different age streams.

We are proud of our timetable of over 40 classes per week, and plan to continue to expand our program to give more adults the opportunity to dance.

Vision

A world where every adult is empowered to dance freely, fully, and fearlessly

Purpose

Fostering belonging and connection through the transformative power of dance.

Values

Connection Kindness Commitment Respect

Services

Dance classes
Performance opportunities
Studio hire
Events

Marketing Coordinator Job Description

Position summary

Position title	Marketing Coordinator
Reports to	Business Owner
Location	In Studio
Employment type	0.6FTE part time, fixed term employment contract
Award classification	Clerks Award, Level 3 Note: While this role is classified at Level 3 under the Clerks Award, initial appointment may be made at Level 2 depending on the candidate's current skill level, with a pathway to Level 3 as capabilities are demonstrated.

Position objective

To coordinate and deliver consistent, values-aligned marketing activity that increases awareness, engagement, membership, and retention at Dragonfly Dance. The role supports the implementation of the studio's marketing strategy across digital, print, and in-studio channels—enhancing the visibility and impact of the Dragonfly Dance brand while building connection with both prospective and current students.

Role overview

The Marketing Coordinator is responsible for the day-to-day execution of marketing tasks and campaigns across social media, website, print, and advertising platforms. Working closely with the Studio Owner and liaising with external partners (including a digital ad agency), the Marketing Coordinator plays a key role in ensuring the studio's communications are cohesive, professional, and aligned with Dragonfly Dance's values and voice.

This part-time role (0.6 FTE) blends creative content development with coordination and system-building. It involves maintaining the studio's online presence, developing promotional materials, supporting brand refresh projects, and contributing to the rollout of new digital products. The ideal candidate is organised, proactive, and collaborative—with a passion for creative storytelling and a strong sense of brand alignment.

Key Relationships

- Reports to Studio Owner
- Works collaboratively with Business Services and Teaching teams and external marketing contractors.

Key responsibilities

1. Digital marketing and advertising

- Contribute to social media content, including content planning, scheduling, and community engagement
- Collaborate with the studio director and agency to plan, execute, and evaluate paid advertising campaigns
- Maintain a content calendar aligned with studio promotions, launches, and events
- Track engagement and campaign results to inform ongoing strategy

2. Website and online presence

- Maintain and update the studio website (Wix platform), ensuring accuracy, clarity, and alignment with brand tone
- Support SEO efforts by updating content and ensuring metadata is relevant
- Assist with digital product listings, descriptions, and visual assets

3. Brand and content development

- Assist in implementing the brand strategy and ensuring alignment across platforms
- Coordinate creation of printed materials (posters, brochures, signage)
- Source or create visual assets and ad copy for campaigns and promotions
- Help produce and distribute branded merchandise

4. Communications and promotions

- Assist in creating newsletters, email campaigns, and announcements
- Contribute to building and managing a shared asset library for internal and external use
- Liaise with internal contributors (eg teachers, clients, admin) to collect stories, testimonials, or updates for content

5. Coordination and administration

- Liaise with advertising agency to ensure timely execution and alignment with internal plans
- Contribute to quarterly marketing reviews and campaign evaluations
- Document processes and contribute to system improvements for marketing activities
- Maintain brand documentation and support consistent application across touchpoints

Key projects in 2025–26

- Update the existing brand strategy document to reflect Dragonfly Dance’s current name, values, visual identity (fonts, colours), and tone of voice
- Assist with the design and distribution of refreshed print materials and studio signage to align with the updated brand
- Support the launch of new digital products by preparing marketing assets and setting up simple, repeatable sales systems via the Wix website
- Coordinate the production and rollout of a brand awareness video to strengthen studio visibility and emotional engagement

- Develop a practical content system for social media, including contributor roles, content themes, and posting rhythms
- Assist with implementing the studio's strategic advertising plan and contribute to quarterly reviews with the ad agency

Skills and experience

Required

- Strong written communication and content creation skills, specifically for marketing purposes (e.g. social media posts, campaign messaging, promotional material)
- Proficiency with social media platforms (Facebook and Instagram) and scheduling tools
- Basic website editing skills, preferably with Wix or a similar CMS
- Excellent project coordination skills, with the ability to juggle multiple priorities and meet deadlines
- Strong visual eye and understanding of brand alignment, including the ability to create on-brand promotional materials and basic graphics
- Proficiency with Canva for producing flyers, posters, social media assets, and other small-scale design projects
- Experience in marketing, communications, or a related field
- Understanding of marketing funnels and audience segmentation, including how to craft messages and campaigns appropriate to different stages of the customer journey
- Familiarity with Meta Business Suite and digital ad metrics, with the ability to interpret performance reports and communicate effectively with an external ad agency

Desirable

- Experience in the arts, fitness, or education sectors
- Basic video editing or animation skills for creating or editing short video content (e.g. for social media or promotions)

Personal attributes

- Organised, proactive, and detail-oriented
- Strong interpersonal skills with the ability to liaise across teams and with external partners
- Passionate about dance, arts, or community-driven initiatives
- Able to take initiative while following direction
- Aligned with Dragonfly Dance's values of connection, creativity, and inclusion

Working conditions

- Part-time (0.6 FTE) – equivalent to 3 days per week, with some flexibility in hours
- Primarily in studio, but hybrid work may be possible
- Occasional evening or weekend work may be required during events or major campaigns