



**SPARE  
PARTS**  
puppet theatre

**SPARE PARTS PUPPET THEATRE**  
**DIGITAL MARKETING OFFICER**  
**JOB PACK**

**[sppt.com.au](http://sppt.com.au)**



## THE OPPORTUNITY

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We are seeking a full-time Digital Marketing Officer passionate about storytelling, content creation and connecting with new audiences to drive the digital growth and online engagement of Spare Parts Puppet Theatre.

Working with our small, dedicated team and reporting to the Marketing & Communications Officer, the Digital Marketing Officer is responsible for the execution and management of all social media channels. You will be responsible for producing high-quality video content, engaging with influencers and building a vibrant online community. You will also lead our email marketing and manage performance marketing through SEO and Google Ads to reach new communities and drive audience growth.

The successful applicant will enjoy thinking creatively in their approach to digital storytelling and be an expert in social media strategy and trends. You will have well-developed interpersonal skills for community engagement and be data and detail oriented to optimize our digital reach.

The role requires demonstrated experience in digital marketing and content creation. Candidates with professional experience in the creative industry or a passion for the arts will be considered favourably.



## ABOUT US

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Spare Parts Puppet Theatre is a place where stories come alive in unexpected ways, and where audiences of every age find something that speaks to them.

Across more than 40 years, Spare Parts Puppet Theatre has grown into one of Australia's most respected and inventive theatre companies. For decades, the company has been celebrated for imaginative storytelling that resonates with generations of audiences and for its deep commitment to puppetry as a contemporary artform.

As one of only a handful of Australian companies dedicated to creating and presenting new puppetry works, we develop productions across a wide range of formats. Our work spans ambitious theatre productions, adaptable shows for schools and smaller venues, and large-scale, interactive outdoor performances created for festivals and major events. The result is work that is innovative, distinctive, and joyful.

Our artistic future is one filled with possibility. Spare Parts Puppet Theatre has seen enormous growth in the last five years.

New puppetry performances, expanded creative learning programs, artist development initiatives and increased touring have all contributed to a strong sense of momentum and renewed purpose.

A major milestone on the horizon, is the opening of our new home within the Claremont Showgrounds in late 2026. The facility will include a purpose-built proscenium arch theatre and a flexible, intimate studio that will open the door to new styles of performance and expanded programming across all ages. It offers a rare opportunity to reimagine how the company presents its work and how audiences experience contemporary puppetry.

Also in 2026, Spare Parts Puppet Theatre will welcome our next Artistic Director to shape the creative vision of our future, further elevate the artform of puppetry and share stories that expand the way audiences see, feel and experience the world.

# WHAT WE'RE SEEKING

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The successful applicant will possess the following skills and experience:

- High-video literacy with the ability to create, film and edit engaging video content for social media using mobile tools e.g. CapCut, Canva or Adobe Suite.
- Experience in managing professional social media accounts, specifically Instagram, Facebook, TikTok and LinkedIn.
- An analytical mindset with a passion for “what works,” including an understanding of how to use Google Analytics, platform insights and SEO basics to drive growth.
- Technical curiosity and experience (or a strong desire to learn) in managing Google Ads (AdWords), paid social campaigns and SEO keyword strategies.
- Proactive and trend-aware—someone highly engaged with social media and can quickly adapt brand messaging to suit emerging digital trends and platform shifts.

- Excellent digital copywriting skills with the ability to write punchy platform-specific captions and effective ad copy that drives engagement and website traffic.
- Someone comfortable working in a small team and managing competing priorities, multiple posting schedules and engaging directly with online communities.
- Experience or interest in the creative industry, arts, for-purpose or festival sectors is highly desirable, as is familiarity with email automation (Mailchimp) and CMS/website backends.

Spare Parts Puppet Theatre is committed to equity and inclusion. We strongly encourage applications from Aboriginal and Torres Strait Islander people, people from culturally and linguistically diverse backgrounds, people with a disability, mature age workers and LGBTIQ+ people. Please phone us if you would like to discuss the role prior to your application.

# WHAT WE CAN OFFER YOU

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You'll be part of a creative and extraordinary team and work environment. An internationally renowned puppetry company where no two days are the same. There are opportunities to be involved in a diverse and exciting range of company activities, performance projects and events. Creativity is part of our everyday culture. We encourage curiosity, playfulness and new ideas alongside professionalism and responsibility. We offer a healthy work-life balance and offer a supportive and safe environment where any pressures you are feeling can be openly discussed.

We are a close-knit, supportive team and take pride in our collaborative culture, where people look out for one another and are willing to lend a hand when needed. You'll have a strong sense of autonomy in how you carry out your role, with the trust to manage your responsibilities in a way that works best for you while always knowing that support, is close at hand.



## HOW TO APPLY

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Email the following to [recruitment@sppt.com.au](mailto:recruitment@sppt.com.au) by **midnight 4 March 2026**:

1. cover letter (2 pages maximum) addressing the What We're Seeking points above
2. up to date resume with a minimum of two referees

Applicants are encouraged to acquaint themselves with Spare Parts Puppet Theatre's vision and vales, be creative in their applications and provide examples of their work if they wish.

### TO DISCUSS THIS OPPORTUNITY:

Katie Henebery  
Executive Director/Co-CEO  
[ed@sppt.com.au](mailto:ed@sppt.com.au)  
(08) 9335 5044

## THANK YOU

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This role has been made possible by Minderoo Foundation whose generous funding is supporting our new Digital Connection Strategy.

# POSITION DESCRIPTION

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The Digital Marketing Officer is responsible for driving Spare Parts Puppet Theatre's online presence and digital audience growth through the creation and distribution of high-impact content.

Working with our small, dedicated team and reporting to the Marketing & Communications Officer, the Digital Marketing Officer is responsible for the technical execution of the company's social media, search and email strategies. This role acts as the lead content creator for Spare Parts Puppet Theatre producing digital assets that bring our artistry to life on screen.

The Digital Marketing Officer is responsible for managing engagement across all social platforms, optimising our digital reach through SEO and Google Ads and ensuring our digital communication is innovative, data-driven, highly engaging and values aligned.

## ORGANISATIONAL RELATIONSHIPS

Reports to the Marketing and Communications Officer.

Supervision of digital marketing interns and work experience students.

## DUTIES

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### SOCIAL MEDIA & CONTENT

- **Platform Strategy:** Develop and execute platform-specific strategies for **TikTok, LinkedIn, Instagram, YouTube and Facebook** to increase brand reach and follower growth.
- **Content Calendar:** Update and manage Spare Parts Puppet Theatre's content calendar ensuring structured planning and regular posting.
- **Video/Content Production:** Lead the end-to-end creation (scripting, filming and mobile editing) of high-engagement short-form video and other content (Posts, Stories, Reels, TikToks, YouTube and LinkedIn Video), ensuring content is consistent with brand guidelines and tone of voice.
- **Influencer and Creator Management:** Identify and engage with appropriate influencers and content creators to facilitate partnerships, takeovers and user-generated content (UGC).
- **Content Management Software:** Manage Hootsuite or similar software to optimise processes and content.
- **Website:** Update and maintain website content using a CMS (Wordpress). Troubleshoot and manage any bugs or improvements to the website in conjunction with our web designers.

### DIGITAL CAMPAIGN, SEARCH AND PAID PERFORMANCE

- **Digital Campaign Management:** work with the Marketing and Communications Officer to develop and execute digital marketing campaigns.
- **AdWords and PPC:** Manage and optimise **Google Ads** campaigns including search, display and video ads to drive lead generation and maximise return.
- **SEO Management:** Implement on-page and technical SEO strategies (keyword research, backlink building and metadata optimisation) to improve organic search rankings.
- **Paid Social:** Execute targeted paid advertising campaigns across LinkedIn and Meta utilising A/B testing to refine creative and audience targeting.

# DUTIES

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## DIGITAL ENGAGEMENT AND AUTOMATION

- **Community Engagement:** Proactively engage with followers and participate in conversations on social media to build brand authority.
- **Email Campaigns:** Develop and manage email marketing campaigns and customer journeys.
- **Database Management:** Maintain mailing lists and ensure compliance with privacy and spam legislation.
- **Email Marketing:** Test, analyse and optimise email performance and work to build and manage automated email workflows and nurture sequences to improve customer retention and lifecycle marketing.
- **Email and Socials Database:** Manage Mailchimp software and email list. Run active social media and email campaigns to increase subscribers.

## DATA & OPTIMISATION

- **Analytics Reporting:** Monitor and report on digital KPIs using **GA4**, Google Search Console and platform-native analytics to provide actionable insights for future campaigns.
- **Conversion Rate Optimisation (CRO):** Test and optimise website landing pages and user funnels to improve the digital customer journey.
- **Marketing and PR Reports:** contribute to comprehensive marketing and PR reports after each campaign, analysing what worked and why.
- **Database Management:** optimise use of our ticketing system, Ticketsearch, and manage the database in conjunction with our Audience and Operations Officer and Philanthropy and Sponsorship Officer.

## GENERAL

- Stay up to date with digital marketing trends, tools and best practices.
- Contribute ideas for innovation and continuous improvement.
- Work collaboratively with other Company staff.

## WORK HOURS

This is a full time permanent position, averaging 38 hours per week. Office hours are between the hours of 8.00am and 6pm Monday to Friday in consultation with the Executive Director/Co-CEO. During performance seasons work hours will vary, as mutually agreed to in advance with the Marketing and Communications Officer and Executive Director/Co-CEO.

## EMPLOYMENT TYPE

This is a fixed term contract for three years from the start date of employment.

## WORK LOCATION

Spare Parts is based in Walyalup, Fremantle in Western Australia. In late 2026 the company will relocate to the Ellie Eaton Theatre at the Claremont Showgrounds.

## SALARY

Commensurate with experience.