



# adelaide symphony orchestra

## Digital Marketing Executive

Full-Time, Fixed-term contract

**This position is open to applicants who are citizens of either Australia or New Zealand, or have an authority to work in Australia.**

With a reputation for vitality and versatility, the Adelaide Symphony Orchestra is South Australia's largest performing arts organization, established in 1936.

For over 80 years, the ASO has been there to corroborate life and contribute to South Australia's identity. Today the ASO plays a major role in Adelaide's cultural and economic vibrancy, and enriches the community through a diverse program of world-class performances to more than 100,000 concertgoers each season.

As we continue on this exciting trajectory, we are looking for a full-time **Digital Marketing Executive** to join the team.

Reporting to and working closely with the Senior Marketing Manager, this role is responsible for maximising ticket sales to the customer database. This includes all aspects of coordination of digital advertising; scheduling and maintaining digital advertising, liaising with designers and developers, preparing and proofing collateral, and ensuring the plan adheres to the agreed timelines.

The Digital Marketing Executive has significant input into the marketing plans at both product and strategic levels, and is required to track expenditure against budgets, making recommendations where necessary. The ability to review digital analytics to inform decisions and identify trends will be essential in this role.

### What are we looking for?

- Experience and demonstrated results as a direct marketer (minimum 2 years);
- Experience in data analysis, including strong skills in Google Analytics and the ability to build digital dashboards and reports
- Proficiency in using email marketing programs and databases;
- Experience with Tessitura preferred
- Knowledge of Orchestral music preferred but not required;
- Organisation self-motivated and shows initiative
- Ability to assess priorities, adapt to change and work collaboratively
- Educational background in marketing, public relations, communications or graphic design considered a strong asset.

Regular evening and weekend to attend and support ASO events and performances will be a requirement of this position.

*For more information about this role, including the position description and person specification please go to our website at [www.aso.com.au](http://www.aso.com.au)*

*Interested applicants are requested to apply directly via email to [employment@aso.com.au](mailto:employment@aso.com.au), providing a CV and cover letter addressed to Ms. Shivani Marx. The posting will close on Friday 6 March, 2020.*