



## Position Description – Digital Marketing Executive

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REPORTS TO: Senior Marketing Manager

DIRECT REPORTS: NA

**ROLE OVERVIEW:** The Digital Marketing Executive is responsible for maximising ticket sales to the customer database. This includes all aspects of co-ordination which includes scheduling and maintaining digital advertising, liaising with designers and developers, preparing and proofing collateral, and ensuring the plan adheres to the agreed timeline. 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. At times this position works directly with the Senior Marketing Manager and Customer Service Manager.

### KEY RELATIONSHIPS

This role works closely with Marketing, Development, Artistic, Operations and the Musicians. In order to be successful in this role, the post holder will also have to build and maintain relationships with a range of external service providers: designers, developers, ticketing companies, advertising media and arts industry peers.

**KEY ACCOUNTABILITIES** include, but are not limited to the following:

#### Marketing Campaigns

1. Research and develop concert marketing plans and campaigns collaboratively with the Senior Marketing Manager and roll these out as agreed, tracking all expenditure and recommending action to keep sales on target. This will include preparing and maintaining detailed advertising schedules, bookings, placement of advertisements and advertising accounts on online platforms.
2. Have input into the development and budgeting of marketing plans of the company including concert specific and subscription campaigns.
3. Assist in the planning and implementation of high profile events (e.g. annual season launch) that contribute to the recognition and positioning of ASO activities and products.
4. Integrate cross promotional opportunities across campaigns.

#### Content creation

5. Manage and develop ASO's social media channels including advertising campaigns across Facebook and Google Network and use analytics to report and continuously improve the ROI on digital content across all platforms.
6. Develop, test and implement email and mail sales promotions to ASO database;



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7. Oversee the development of and send e-newsletters including eDMs (eNotes & ecomms)
8. Prepare, design in-house and upload digital content, web pages, blog posts, social media posts and online advertising.
9. Lead research and design of direct marketing campaigns in order to consistently improve results;
10. Advise Senior Marketing Manager on results to optimise email and mail promotions to agency databases;
11. Manage subscription campaign data preparation, letters, brochure mailing and emails;
12. Manage use of MHM Culture Segments, using the insights drawn from it to target audiences and generate ongoing sales;
13. Maintain relationships with other arts companies and cultural events to cross-promote ASO productions

## CRM

14. Develop and implement customer journey and segmentation strategy;
15. Design and implement promotions to add customers to the ASO database;
16. Utilise, administer and maintain accurate records in ASO's CRM database, Tessitura
17. Create lists and extractions within CRM for each communication (eDM, direct mail and digital advertising campaign), working to comply with the ASO privacy policy and data use strategy

## General

18. Develop and maintain relationships with internal and external stakeholders.
19. Maintain analytics and reporting data for website and e-comms.
20. Any other duties, commensurate to the role that may be required from time to time at the direction of the Senior Marketing Manager.

## Reporting

21. Maintain records of direct marketing activity and results and ensure that, wherever possible, marketing activity includes a method of tracking results.

## SPECIAL REQUIREMENTS

The position will require regular evening and weekend work to attend and support ASO events and performances.

## EXPERIENCE AND KNOWLEDGE

- An undergraduate degree in marketing/communications/arts/social science is desired but not compulsory
- Experience in a fast-paced marketing environment

## SKILLS AND ABILITIES

- Demonstrated ability to work independently, to multi-task and meet deadlines



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- Excellent administrative skills including high level attention to detail, professionalism and confidence suitable for working in a busy office environment
- Excellent time management skills demonstrated ability to coordinate simultaneous projects and meet deadlines
- Excellent copy writing skills, across channels (print and digital)
- Digital marketing skills across Facebook and Google Network advertising
- Strong PC IT skills including excellent knowledge of Microsoft Office suite and an ability to learn new programs
- Excellent interpersonal and communication skills including the ability to deal with a wide variety of stakeholders
- A positive hands-on attitude, willingness to take direction and work as part of a team
- 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;
- A team player who is self-motivated and shows initiative

## EXPECTATIONS

- Employees are required to read, understand and comply with all ASO policies, procedures and reasonable direction.
- The position description describes the broad scope of the role and is not an exhaustive list. It may also change from time to time with due consultation to meet the changing needs of the business.
- To effectively contribute towards the ASO values of Excellence, Community, Bravery and Passion each staff member is expected to demonstrate the following key behavioural attributes:
  - establishes credibility, is honest, reliable, accountable, agile and responsive
  - is outcome and customer focused by demonstrating initiative and delivering results
  - through logical, creative and innovative thought, provide solutions in a timely, transparent and consultative decision making matrix
  - during interactions and communications display clarity, diplomacy, persuasiveness and sensitivity
  - to influence and mobilise others, work effectively and collaboratively with key stakeholders and target audiences by displaying conviction and resilience

## WORK HEALTH AND SAFETY

Effective work health and safety management requires a commitment from everyone in the workplace to make it safe. To do this successfully, ASO employees are required to understand their responsibilities and how to meet them by:

- Taking reasonable care of their own safety and ensure that they don't adversely affect the health and safety of anyone else



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- Following reasonable instructions, work procedures and practices to maintain the health and safety of yourself and others
- Report all identified work place hazards and incidents
- Take action where a need for improvement is identified

## PERFORMANCE DEVELOPMENT AND MANAGEMENT

Effectively participate in the ASO's Performance Development and Management process.