

## Marketing Co-ordinator

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### Marketing Co-ordinator

#### Purpose

Sydney Philharmonia Choirs presents the art of choral singing at the highest standard, and develops the talents of those with a passion for singing in Sydney and beyond. Founded in 1920, it has become Australia's finest choral organisation and is a resident company of the Sydney Opera House. Led by Artistic and Music Director Brett Weymark since 2003, Sydney Philharmonia Choirs is comprised of three auditioned and three community choirs that perform a range of repertoire from choral classics to musical theatre and commissions by Australian composers. It presents its own annual season and collaborates with leading conductors, soloists and orchestras in Australia and overseas.

The Marketing Co-ordinator works with the Marketing Manager to devise the marketing strategy and is key to ensuring core Marketing functions are carried out. The Marketing Co-ordinator must be proactive and look for opportunities for sales and marketing activity whilst also analysing the success of these activities.

#### Schedule of Duties

- To work with the Sales and Marketing Manager to:
  - Co-ordinate day to day marketing activity across all marketing channels including invitations, emails, newsletters, surveys, events
  - Liaise with our external designer on flyers, programs and web tiles
  - Website content management
  - Gather and analyse feedback from choristers and audience surveys.
  - Maintain and help develop database.
- To manage the social media activity for the business including working on the social media strategy, creating content and driving growth across key platforms
- To oversee the Box Office function of SPC, including selling tickets, knowledge of all aspects of the ticketing system (ENTA), liaison with external box office providers. The Marketing Coordinator will manage the day to day of the Box Office including the relationship with the ticketing and CRM provider (ENTA) To maintain a central, accessible resource to support reporting including:
  - Most current report and accounts
  - Surveys and survey analysis
  - Key statistics (audience numbers for performances, box office results for performances etc)
  - Images of SPC events
  - Reviews of SPC events

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- To attend events, concerts and meetings to represent SPC with the purpose of building relationships with key individuals and stakeholders
- To answer and process sales calls for the Box Office when necessary.

#### **Liaison**

- This position reports to the Sales & Marketing Manager.
- External suppliers: print and design; website and e-commerce; box office; venues, publicist
- People who sing with SPC. This is a major resource for dissemination of marketing collateral and messages as well as ticket sales and donations. In any one year this is a body of 1500 people all of whom have the capacity to support SPC through individual giving as well as through ticket sales.
- SPC has a PR specialist who works on a freelance basis.

#### **Essential Requirements**

- Ability to work full time based in Sydney.
- Experience with:
  - implementing and driving social media campaigns
  - the creation and distribution of marketing collateral
  - writing and editing copy
  - data management
  - Ticketing sales and customer service
- Proven ability to
  - implement sales and marketing campaigns effectively
  - write and edit copy
  - work effectively with a range of different, demanding stakeholder groups
  - work autonomously and proactively and contribute positively to a small team
  - take the customers perspective
  - manage time and prioritise work effectively
  - analyse the effectiveness of campaigns, data and to inform new strategy from such analysis
- Experience of working in a busy customer focused environment
- High level of proficiency in database management, MS Office and Box Office CRM systems.

#### **Desirable Requirements**

- Experience of complex pricing/ticketing
- A tertiary qualification – or equivalent experience level
- A minimum of two years' work experience in the arts or related field

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**Person Specification**

- Motivated by excellent customer service and building relationships
- Conversant and entirely comfortable operating within the digital arena on existing and emerging platforms
- Action orientated regardless of challenges of working in a small not-for-profit organisation
- A problem solver, willing and able to take action and see things through to their conclusion
- Team player
- Passion for classical music and/or singing

**Hours**

- 38 hours per week

**Place of work**

- The role is based at SPC's offices: Level 2, 52-58 William Street, Woolloomooloo. Some travel throughout Sydney will be required.

**Salary**

- \$50,700 + superannuation