

SYDNEY PHILHARMONIA CHOIRS

ARTISTIC & MUSIC DIRECTOR BRETT WEYMARK

POSITION Marketing Manager

REPORTING TO General Manager

POSITION TYPE Full-time, 38 hours per week; flexible working arrangement possible

SALARY \$90k

ENTITLEMENTS AND SPECIAL CONDITIONS Occasional out-of-hours work is expected.

POSITION OVERVIEW

Reporting to the General Manager and working closely with the Artistic and Music Director, the Marketing Manager is a crucial member of our small team. You are a great copywriter who will enhance our brand, nurture audiences and stakeholders alike, and significantly increase SPC's profile. You are motivated to increase our reach locally, nationally and internationally.

RESPONSIBILITIES

Marketing and Publicity

- Manage all aspects of SPC's brand
- Plan and deliver of all aspects of SPC's marketing, publicity and communications plans and strategies
- Undertake the company's social media activities, working with third party media and advertising agencies and creatives to generate content in line with our marketing, publicity and communications plans and strategies
- Develop and manage SPC's communications, including website, e-newsletters, mailouts and concert and season campaigns
- Manage relationships with external providers including key marketing suppliers and partners including venues, arts companies, publicists, web developers, designers, videographers, photographers and the media
- Monitor, evaluate and report on the outcomes of marketing and publicity strategies and activities for continuous improvement.
- Meet concert and recruitment targets as set by the General Manager.
- Manage the concert season and general marketing budget.

Ticketing and Box Office

- 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 Office & Box Office Administrator will manage the day to day of the Box Office including the relationship with the ticketing and CRM provider (ENTA).
- 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

Key internal relationships

The Marketing Manager is required to establish and maintain good communication and effective working relationships with SPC staff, Board and management.

SELECTION CRITERIA

Essential

- A creative thinker with at least 5 years' experience in marketing, with proven skills in developing and implementing marketing strategies and campaigns across a wide range of media including social channels
- Tertiary qualifications in a relevant field
- Superior written and verbal communication skills, including superior copywriting skills
- Experience in a performing arts organisation, not-for-profit, cultural or creative organisation or festival
- Strong organizational skills and demonstrated ability to manage projects involving multiple deadlines
- Ability to work in a small team, be self-directed and remain calm under pressure
- High level computer literacy including spreadsheet/ database use and the ability to set up and maintain systems.

Desirable

- Driver's licence