

DIGITAL MARKETING COORDINATOR

(12 month contract)

Thank you for your interest in the position of Digital Marketing Coordinator.

This position is for a one-year contract.

Aside from the information outlined in the job description, other relevant details of the position are:

1. Hours of work

The usual hours of work are 9am – 5pm Monday to Friday. However, the requirements of this position require a degree of flexibility. You may be expected to work outside of usual hours or additional hours to meet our changing business needs and the demands of your role.

Sydney Theatre Company is normally based at The Wharf, Pier 4, Hickson Road, Walsh Bay. The company is currently temporarily located at Fox Studios, Moore Park during The Wharf Renewal Project.

2. Salary and Entitlements

- Salary is dependent on skills and experience
- 4 weeks annual leave
- 10.5% superannuation
- Complimentary tickets to STC productions subject to availability

3. Application

In order to make your application for this position, please forward:

- Your CV and a cover letter briefly outlining your experience in relation to this position
- Your response to the Key Selection Criteria outlined within the job description on page 6.

Please note that applications will not be considered if they do not address the Key Selection Criteria on page 6 of this job pack.

To apply

Please forward your application to Kate Crisp, HR Manager: recruitment@sydneytheatre.com.au.

For enquires specifically relating to the role contact Alexia Saeck asaeck@sydneytheatre.com.au

Closing date

Closing date for applications is **Monday 6 May 9am**.

Other

Must be Australian resident or hold current, appropriate working visa.

ABOUT SYDNEY THEATRE COMPANY

Since 1978, Sydney Theatre Company has produced work that is – in the words of founding artistic director Richard Wherrett – “grand, vulgar, intelligent, challenging and fun.” A paradox as playful as our city.

In the 21st century, the company is dedicated to producing Australian works of ambition and scale. We create and share stories with artists and audiences that provide opportunities for reflection, revelation and joy. And we share our work widely through regional, national and international touring, partnerships and outreach activities.

Our four home venues ranging in size from 200 to 890 seat capacities allow us to develop and celebrate theatrical expression of all kinds. We keep classics alive and resonating with the present day, and our resident artist, commissioning and workshop programs ensure we continue to discover and develop the next wave of Australian stories and storytellers.

Our strategic plan commits us to building creative capacity in the community which we do through publications and events that offer life-long learning as well as experiences tailored to schools. Our partnership with The University of Sydney, School Drama, delivers theatre-based literacy learning around the country in primary schools, adult education centres, refugee groups and juvenile detention facilities.

We are proud that over the years Sydney Theatre Company has produced work with some of Australia’s – and the world’s – most exciting performers, writers, directors and creative teams; and that we continue to invest in and promote the artistic legends of the future.

STC is assisted by the Australian Government through the Australia Council, by its arts funding and advisory body, and by the New South Wales Government through Create NSW.

PURPOSE

A place where people come together to explore and share ideas through the transformative power of live storytelling

VISION

Based in Sydney and reflecting our home base’s distinctive personality we will be one of the world’s most exciting and original theatre companies.

MISSION

Create distinctive theatre of vision and scale that represents, includes and explores our community
Ensure a future for theatre
Explore the issues of the day
Assist building creative capacity in the community

THE DEPARTMENT

The Marketing and Customer Services department drives the management of STC’s marketing, audience research, data and insights, digital projects and online presence, graphic design, customer relationship management activities, content creation, brand and identity, public relations, public positioning, visual identity and audience experience. Front of House and the Box Office provide front line customer service to our valued audience.

ORGANISATIONAL CONTEXT

Department:	Marketing and Customer Services
Team:	Marketing team
Director (reports to):	Digital Marketing Manager
Position title:	Digital Marketing Coordinator
Direct reports:	-
Other positions within the Marketing team:	Marketing Manager, Campaigns Marketing Coordinator, Campaigns Marketing Assistant, Campaigns Marketing Manager, Season & Audience Engagement Marketing Assistant, Season and CRM Content Manager Lead Graphic Designer Graphic Designer
Other teams within the department:	Public Relations, Data and Insights, Box Office, Front of House
Key relationships – Internal	Marketing, Public Relations and Data team Box Office and Ticketing team IT and Systems team Artistic team Philanthropy and Corporate Development teams Finance team Venue and Front of House teams Production and Stores departments
Key relationships – External	Media agency and suppliers Design agency and freelance designers Digital service agencies Arts industry peers, ticketing suppliers and promotional partners

JOB OVERVIEW

An exciting opportunity has arisen for an energetic Digital Marketing Coordinator to join our creative and busy Marketing and Customer Services team.

The Digital Marketing Coordinator will assist the Digital Marketing Manager in delivering STC's industry-leading digital strategy including, but not limited to: online advertising campaigns, social media, email marketing and website content delivery.

The Digital Marketing Coordinator will have a good working knowledge of the digital marketing landscape and practices. This position is perfect for someone with a pro-active attitude, a well-honed eye for detail, an interest in data-driven decision making and thirst for creativity. We are seeking a self-starter with impeccable time management and organisational skills who can manage multiple deadlines amidst constantly shifting priorities.

KEY RESPONSIBILITIES

Marketing campaigns

- Under the guidance of the Digital Marketing Manager, coordinate integrated digital marketing campaigns to achieve agreed revenue and ticket goals.
- Liaise with STC's media buying agency to develop innovative campaign plans, monitor performance and make optimisations.
- Oversee digital creative development including writing briefs, liaising with designers, coordinating proof checks and delivering assets.
- Work with the Digital Marketing Manager and Content Manager to deliver rich content across all online platforms and actively promote to the community.
- Work closely with the Marketing Assistant, Campaigns to ensure the timely roll out of digital marketing support for external clients hiring STC venues.

Email marketing

- Work closely with the Digital Marketing Manager to deliver a segmented email program to acquire, convert, reactivate and engage the email subscriber base.
- Draft, build and deploy innovative and best practice emails using STC's email software. Including but not limited to monthly newsletters, email blasts and triggered emails.
- Maintain the cross-departmental STC communications calendar, and ensure business practices and rules are upheld.
- Play a key role in implementing customer acquisition campaigns.
- Create targeted and effective lists for emails using Tessitura, STC's Ticketing & CRM database.
- Deliver post-campaign email reporting.

Social media

- Work closely with the Digital Marketing Manager to coordinate and implement social media campaigns to create an engaged community, position the brand and stimulate interest in STC activities.
- Be a social media guru – stay up to date with industry trends and best practice.
- Work closely with the Content Manager to develop rich content for social media platforms.

Website

- Ensure all content on the STC website is up to date by using the website Content Management System (CMS).

- Coordinate and develop promotional additions to the STC website e.g. microsites, landing pages.
- Provide support to the Digital Marketing Manager in new website development including UAT testing and content creation.
- Provide CMS training to other staff as required.

Department and relationships

- Play a key role in the Marketing and Customer Services Team, contributing to marketing campaign planning and the collaborative working style of the team.
- Liaise with and coordinate tasks with external suppliers such as designers and media buying agencies, writing briefs, coordinate proof checks, ensuring the timely delivery of quality material.
- Undertake digital marketing related tasks/support and ensure effective liaison and collaboration with STC departments at all levels, including for Education, Corporate Partnerships, Philanthropy, Box Office, Artistic and external hirers.

General

- Keep up to date with industry trends, innovation and benchmarks as they relate to digital marketing.
- Develop Tessitura skills and use it in daily work practice.
- Adhere to Company brand and tone of voice guidelines as outlined in various marketing strategies for all digital communications.
- Be an active participant in agreed cross-departmental teams.
- Work with the Digital Marketing Manager to deliver research projects as required.
- The post holder shall also be required to carry out other reasonable duties as required.

WORKPLACE HEALTH & SAFETY

For the purposes of the Workplace Health and Safety Act and Regulations the Digital Marketing Coordinator must ensure that they:

- Takes reasonable care of the health and safety of themselves and others
- Works in a safe manner and follows procedures introduced for their protection
- Participates in any training or education necessary to enable to work safely including familiarisation with STC's WH&S policy
- Reports any unsafe work practices or conditions to their supervisors
- Co-operates with Sydney Theatre Company in their efforts to comply with workplace health and safety requirements

ENVIRONMENTAL SUSTAINABILITY

To support STC's vision of becoming the world's most sustainable theatre company, the Digital Marketing Coordinator must ensure that they:

- Takes reasonable steps towards minimising the environmental impact of their role and that of the Company;
- Works in an environmentally responsible manner and follows procedures introduced to this end;
- Participates in any training or education necessary to enable them to work sustainably including familiarisation with the Company's various green policies;
- Brings to the attention of the internal Green Team any situations or practices that could be improved in relation to environmental performance; and co-operates with Sydney Theatre Company in their efforts to lead in the area of environmental sustainability.

KEY SELECTION CRITERIA

ESSENTIAL

- Tertiary qualifications in marketing, digital marketing or related field with a minimum two years digital marketing experience, with a track record of positively growing digital channel share and conversion
- Passion for the digital industry coupled with knowledge of current and trending leading practice
- Strong copy writing skills.
- Strong email marketing and social media skills.
- Ability to think and multi-task under tight time constraints, with flexibility to take feedback and change direction nimbly and positively
- Excellent communication skills and demonstrated ability to work effectively and collaboratively as part of a team
- Experience in handling agency and supplier relationships

DESIRABLE

- Online advertising knowledge and website content management (CMS) skills.
- Experience in using customer databases e.g. Tessitura (a CRM and ticketing database).
- Ability to deliver regular reporting, understanding of analytics and statistics.
- Strong Microsoft Office skills and basic Photoshop skills
- An interest in performing arts/entertainment/cultural/creative industries

This job 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.