



DIGITAL MARKETING MANAGER

Sydney Theatre Company (STC) is looking for an experienced Digital Marketing Manager. This is an exciting opportunity to join our team and play a major role in shaping our digital marketing program. The Digital Marketing Manager role is responsible for delivering communications and brand experiences across all STC owned digital channels including social media, email marketing and company websites. The role is responsible for building channel share, engagement, conversion, audience development and company revenue goals. The Digital Marketing Manager works as part of a team to deliver web projects, chairs a cross-functional operational web team, and where they are the agreed lead will project manage web functionality projects in conjunction with IT. You will be a successful marketer that delivers results with a passion for digital and the arts.

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.

Sydney Theatre Company encourages applications from Aboriginal and Torres Strait Islander people, people with a disability, mature age workers, people from diverse cultural and linguistic backgrounds and lesbian, gay, bisexual, transgender, intersex and queer (LGBTI+) people. For a full copy of the Sydney Theatre Company’s Cultural Representation Pledge, please visit: <https://www.sydneytheatre.com.au/about/stc-commitments/cultural-representation-pledge>

Aside from the information outlined in the Job Description, other relevant details are:

1. Hours of Work

The position is an initial 2 years with the possibility to extend. The usual hours of work are 9am - 5pm Monday to Friday. However, the requirements of this position require a degree of flexibility and 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 based at Wharf 4/5, 15 Hickson Road, Walsh Bay.

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 provide the following information and send to recruitment@sydneytheatre.com.au

- Your CV and a cover letter briefly outlining your experience in relation to this position
- Your response to the following targeted questions (maximum two pages). Applications will not be considered if they do not address the targeted questions:
 1. Please outline your experience in directly managing social media and provide examples of where you have successfully delivered strongly branded engaging content, increased engagement and delivered exemplary customer service.
 2. Please provide an example of an email marketing program that you have led and why it was successful.
 3. Please provide an example where you have project managed the development of website functionality working closely with an IT department and a web developer.

Closing date for applications is **9am Thursday 25 March**. Applicants must be an Australian resident or hold a current, appropriate working visa. To access this complete job pack via our website, please visit:

<https://www.sydneytheatre.com.au/about/careers>

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

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| Department: | Marketing and Customer Services |
| Team: | Marketing team |
| Director (reports to): | Director of Marketing and Customer Services |
| Position title: | Digital Marketing Manager |
| Direct reports: | Digital Marketing Coordinator |
| Other positions within the Marketing team: | Marketing Manager, Campaigns Marketing Coordinator, Campaigns Lead Graphic Designer Graphic Designer Marketing Manager, Season & Audience Engagement Content Specialist Marketing Coordinator, Season & Audience Engagement |
| 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 Website development agency Design agency and freelance designers Digital service agencies Arts industry peers, ticketing suppliers and promotional partners |

THE ROLE OVERVIEW

As a member of the Marketing and Customer Services management team, the Digital Marketing Manager is responsible for delivering communications and messaging across all STC owned digital channels including social media, email marketing and company websites. The role is responsible for building channel share, engagement, conversion, and company revenue goals. The Digital Marketing Manager leads the Digital Platforms Team to develop and manage STC's digital initiatives across web, ticketing services and venue experience. The Digital Marketing Manager is responsible for the implementation of the strategy, planning and optimisation of digital marketing initiatives.

KEY RESPONSIBILITIES

Digital Communications

- Develop, implement, track and optimise integrated marketing campaigns across all STC-owned digital channels for single ticket, season and other company related campaigns to deliver agreed brand, revenue and ticket goals
- Oversee the Email Marketing strategy, including strategies to acquire, convert, reactivate and engage the email subscriber base. Maintain comprehensive email reporting practices to deliver optimised campaigns and hit agreed revenue and ticket goals
- Develop and implement a communications plan for all STC owned social media channels that delivers on the STC brand and grows community engagement
- Work collaboratively with the marketing and PR team to deliver engaging stories and content across all social media channels
- Be responsive and deliver exemplary customer service to customers on social media channels and emails
- Develop digital plans to strategically grow new audiences for STC
- As part of a team, oversee live streams for various launches and artistic programs
- Monitor daily sales and trends to determine required response through agile digital strategies and tactics. Work closely with Marketing, Customer Services, Ticketing, Data and Public Relations colleagues to optimise yield and conversion

Website content and management

- The Digital Marketing Manager chairs the Digital Platform Team meetings (DPT). DPT is a cross-functional team that prepares the development roadmap for Executive approval and works collaboratively to develop and roll out website projects.
- Where the Digital Marketing Manager is the assigned lead for a website development project, manage the projects end-to-end, including developer communications, scope and requirements, change requests, break fixes and UAT.
- Works closely with the IT Department to technically deliver all DPT projects.
- Alongside the IT Department, be a key contact with the website development agency.
- Working closely with the Marketing Manager, Season & Audience Engagement, project manage the development of the Season Ticket microsite.
- Liaise with other departments to ensure the Company's digital platforms are meeting their needs and future priorities are captured in the Digital Platforms Development Pipeline plan.
- Oversee the scheduling and upload of all STC digital content on the Sydney Theatre Company and Roslyn Packer Theatre websites and any other customer facing web services.
- Working closely with colleagues across the Company ensure that digital content is relevant, up to date, communicates core company messages and is reflective of the brand.
- Manage the digital components of all pre-sales, on-sales and production set up.

Customer Relationship Management

- Develop skills to Super User status, be a curious user, and represent the interests of the Marketing Department in cross-departmental Tessitura meetings (Tessitura is the company's CRM & Ticketing System)
- Be the key Tessitura contact in the Marketing Department and ensure the team is trained and using the database in daily work practice. Provide support and advice on Tessitura usage to deliver efficiencies, innovation and enhance marketing tactics.
- Stay up to date with feature releases and functionality as related to Marketing to ensure best practice is maintained.
- Be an active participant in Tessitura community events and conferences.

General

- Manage, mentor and develop the Digital Marketing Coordinator
- Conduct annual performance reviews with the Digital Marketing Coordinator
- Provide recommendations and advice regarding digital marketing related matters to colleagues and senior management as required
- Manage and optimise the digital marketing budget including all finance management
- Manage the delivery of post campaign debriefs, analysis and ROI for each campaign
- Work with Director of Marketing & Customer Services to deliver research projects as required
- Work closely with colleagues to deliver customer services and company announcement messaging to customers on digital channels.
- Liaise with STC agencies (media, design and website development) and other vendors
- Be an active participant in agreed cross-departmental teams.
- 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 Manager 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 them to work safely including familiarisation with the 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 Manager 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

Capabilities and competencies

Essential

- At least 8+ years' experience in marketing, including team management experience and relevant tertiary qualifications
- Strong background in digital marketing with a track record of positively growing digital engagement, share and conversion
- Strong email marketing, social media and website content management skills
- Strong track record in delivering direct to consumer revenue goals
- Strengths in data led decision making and the use of customer insight to inform strategy
- Experience in managing website development projects
- Strong copy writing skills
- Advanced content management system experience
- Strong customer database experience
- Advanced project management experience and demonstrated ability to manage simultaneous projects under pressure
- Excellent communication, relationship management and negotiation skills

Desirable

- Proficient Tessitura experience
- Performing arts/entertainment/cultural/creative industry background highly desirable coupled with a strong interest in theatre

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.