

POSITION DESCRIPTION

MAY 2022

Role: Digital Marketing Coordinator
Department: Marketing
Reports to: Head of Digital Marketing

PURPOSE

The Digital Marketing Coordinator contributes to the effectiveness of the Sydney Symphony's online and digital channels by providing essential campaign support to the Head of Digital Marketing.

KEY RESPONSIBILITIES

- Assist in the development and ongoing management of the Sydney Symphony's online and digital channels, including the main website, integrated eCommerce platforms, app and CRM system integrations.
- Coordinate the Sydney Symphony's social channels and social campaign planning, including reporting and trend analysis.
- Coordinate EDM campaigns, maintain schedules, coordinating content, implementation and trends analysis.
- Manage triggered email campaigns, such as pre- and post-event email communications.
- Coordinate reporting and assist with analysis around agreed key metrics for revenues, levels of engagement and return-on-investment across the company's digital channels.
- Assist with managing services from contracted suppliers and channels.
- Other duties as required.

QUALIFICATIONS & EXPERIENCE

- 1-2 years demonstrated successful experience in digital marketing
- Demonstrated technological understanding of digital marketing tools, including website CMS, email marketing platforms and social media channels
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- Demonstrated experience coordinating social media campaigns
- Demonstrated experience coordinating email marketing campaigns
- Proficiency in Microsoft Office packages and Adobe Creative Cloud
- Excellent interpersonal, relationship building and management skills
- High level written and spoken communication skills
- Effective organisational and time management skills
- An appreciation and enjoyment of arts and culture
- A tertiary qualification in marketing and communications, or a related field
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