

Writer/Editorial Manager

Department: Marketing
Reports to: Director of Marketing
Employment type: Full time

Working at the Sydney Symphony Orchestra means you are part of an organisation that has presented music in Sydney and around the world for 90 years. We present concerts and tour with some of the greatest names in classical music, and showcase unique on-stage collaborations with performers from across the world of music in our home city.

You will be joining a small, committed, and friendly team where you will be supported with training and mentoring to help you reach your full potential.

We recognise that Covid-19 has changed the world, but our priority is to support live music, our staff and musicians, and our loyal customers who demonstrate their rock-solid support every day.

Primary purpose of the role:

The role is responsible for creating copy and concepts that support the delivery of compelling retail and brand campaigns to meet commercial objectives. You will be responsible for creative copy used in print executions and all digital marketing channels and have skills in writing long copy, speeches and micro copy. Your work will primarily be retail creative for our annual concert season of 70+ events directed to the Sydney Symphony's subscribers and general audiences. You'll work with our internal design team as well as multiple stakeholders across the organisation, including our sponsorship and philanthropy teams. The role also takes on editorial responsibilities including the commissioning of freelance writers and is responsible for the quality of editorial content across the organisation..

Key responsibilities:

- Create copy for our digital campaigns, including display banners, social ads, emails and website
- Work with the marketing team and designers in the creation of television commercials for brand and sales campaigns
- Create long copy pieces for subscriber and customer communications, including concert season guides and direct mail pieces
- Work with the marketing and sales teams to ensure that customer communications are comprehensive, coherent and maximise customer understanding
- Create and commission content for native advertising as well as other content destinations
- Participate in ideations, providing messaging for creative concepts and deliver copy for creative concepts that meet the Symphony's brand requirements
- Work with production and design teams to bring concepts to fruition
- Incorporate audience research and testing, applying discoveries to achieve maximum audience engagement and sales
- Plan and execute A/B testing based on copy direction in order to improve engagement and conversion
- Write speeches and presentations
- Commission and edit in-depth articles for customer newsletters
- Edit our annual suite of published concert guides, which feature articles on performers and works being performed

- Write, edit and proofread, ensuring the accuracy of content that reflects the Sydney Symphony's quality standards
- Advise on styles and trends around serving information and content for our target audiences
- Other duties as required

Qualifications & Experience:

- A proven track record in advertising and writing for print and digital executions
- A knowledge of SEO, UX digital strategy and web accessibility principles
- Demonstrable experience in writing retail and conversion focussed digital and print copy
- Experience in collaborating with multiple stakeholders
- High level experience in taking briefs, developing directions consistent with objectives and concept through to final execution
- Strong project management skills and the ability to manage multiple projects simultaneously
- A passion for working with people, the arts and an interest in classical music
- Highest possible ethical standards in all respects of your professional life

Apply now

Send us a covering letter of application and your CV to recruitment@sydneyorchestra.com

Eligibility: The Sydney Symphony Orchestra is an equal opportunity employer; the right to work in Australia; subject to a possible Police Check; proof of COVID-19 vaccination or medical exemption must be supplied prior to commencement.

At Sydney Symphony, we are committed to providing a working environment where each individual is valued, respected and supported to progress. Our priority is to ensure culture, policies and processes are truly inclusive and that no-one is disadvantaged on the basis of their Aboriginal and Torres Strait Islander identity, gender, culture, disability, LGBTIQ+ identities, family and caring responsibilities, age, or religion.

The Sydney Symphony Orchestra acknowledges the Traditional Owners of the many lands on which we work and perform. We pay our respects to Elders past, present and emerging.