

Role Description

Marketing Manager

Department: Marketing
Reports to: Associate Director, Marketing Campaigns
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:

This is a mid-level position, responsible for developing and implementing campaigns for a range of the Sydney Symphony's performances and other public engagement activities. You will have end-to-end responsibility for delivery of a campaign that has been developed in consultation with your manager and other stakeholders. Successful campaign design and delivery will require the engagement with marketing colleagues in the online and customer service and customer retention functions, as well as with our public affairs and communications functions.

Criteria for success will be the achievement of revenue targets; levels of return on advertising spend; customer engagement and supporting the values of the Sydney Symphony brand.

Key responsibilities:

- Formulating marketing campaigns for classical and commercial concerts, which will encompass:
 - Developing income projections and ticket pricing structures for events
 - Campaign propositions
 - Creative and media briefing and implementation
 - Post-campaign reporting and analysis
- Monitoring campaign progress once in-market, adjusting the marketing/promotional mix where required to optimise results
- Making recommendations around pricing and inventory management during for sales campaigns
- Contributing to the identification of new market and customer segments and to the development and implementation of engagement strategies
- Working with the Customer Service, Digital and CRM teams to ensure that promotions are fully briefed and programmed
- Ensuring that our customer service representatives, agency and e-commerce teams are fully briefed, and key stakeholders receive continuous updates
- Maintaining relationships with venue partners as well as our creative and media agencies

Qualifications & Experience:

- 3-5 years' experience
- A proven track record creating and implementing successful marketing campaigns
- Strong project management skills and the ability to manage multiple projects simultaneously
- A demonstrable track-record of meeting sales targets
- Ticketing and pricing experience
- Strong experience in the development of online and digital advertising campaigns
- Expertise in guiding the creative development of campaigns
- Strong mathematical, data analysis and analytical skills
- Strong problem-solving abilities
- Interest in CRM and willingness to learn CRM systems
- Able to demonstrate a balanced orientation towards customer relationships and revenue generation
- Experience in collaborating with multiple stakeholders
- A passion for working in the arts and an interest in classical music
- Previous experience in live entertainment and working in the arts
- An appropriate tertiary qualification; preferably incorporating studies in business, arts or marketing management

Development:

- Continuous professional development around the use of CRM systems (Tessitura)
- Develop enhanced skills in data-driven campaign development and implementation
- Increase the level of strategic thinking and associated personal attributed required to deliver increasingly sophisticated and successful retail campaigns
- Understanding of developments and opportunities in the areas of digital technology and marketing

Ready to start

Interviews from 6th February 2023
Position available February/March 2023

Apply now

Send us: A covering letter of application and your CV before **Tuesday 31 January 2023, 11:59pm**.
Send to: recruitment@sydneysymphony.com
Eligibility: The Sydney Symphony Orchestra is an equal opportunity employer; the right to work in Australia; subject to a possible Police Check.

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.