

POSITION DESCRIPTION

Position Title:

Digital Marketing Coordinator

Reports to: Marketing & Communications Manager

Key Internal Working Relationships: Marketing & Communications Manager, Communications Coordinator, Publicists, Graphic Designers, CRM & Ticketing Manager, Philanthropy Coordinator, Sponsorship Coordinator, artists and production staff.

Salary Range: \$55,000 to \$65,000 (plus superannuation)

POSITION SUMMARY

The Digital Marketing Coordinator is responsible for creating and delivering Malthouse Theatre's digital strategy and e-communications across a range of platforms in line with contemporary marketing practices.

The Digital Marketing Coordinator plays a key role in the strategic development creation and implementation of Malthouse Theatre marketing campaigns. The role manages online content and uses the company's CRM and web analytics to target communications and monitor impact. The role maintains a high level of internal and external communications; from internal departments to sponsors, government, hirers, co-presenters, suppliers, and most importantly, audiences.

This is a full-time position based at The Coopers Malthouse in Southbank.

MEASURABLE OUTCOMES

1. Development, creation and implementation of innovative digital marketing strategies that increase audience engagement through creative content and marketing promotions;
2. Timely and effective delivery of online activity, projects and content across a range of channels;
3. Clear and consistent branding, messaging and tone of voice across online content and social media engagement keeping Malthouse Theatre values at the core;
4. Ongoing analysis of digital platforms and marketing activities within the context of current audience development trends, utilising and communicating key data; and
5. Maintaining positive working relationships with key stakeholders, Malthouse Theatre's online audiences and Malthouse Theatre staff.

KEY DUTIES AND RESPONSIBILITIES

In consultation with the Marketing & Communications Manager:

Digital Strategy and Project Delivery

- Deliver Malthouse Theatre's digital marketing strategy anticipating digital innovation and audience development trends
- Maintain website functionality, including the coordination of all upgrades and integration with the company's ticketing and CRM system, setting website and email templates and other projects as required

Content Generation & Activity

- Create and curate content across Malthouse Theatre's website, blog and social media platforms and email communications
- Oversee the production and promotion of dynamic web videos
- Generate dynamic multimedia/animated content for Malthouse Theatre's productions and activities
- Actively monitor and participate in conversations about Malthouse Theatre on social media, responding to questions, comments and feedback as appropriate

Marketing

- Identify trends and opportunities to attract ticket sales through social media and digital platforms
- Build targeted electronic direct marketing campaigns
- Implement digital advertising
- Ensure Malthouse Theatre brand style guide and tone of voice are consistent across all digital platforms
- Support the Marketing & Communications team with the implementation of marketing campaigns as required

Reporting & Analysis

- Provide precise analytics and reporting on electronic marketing campaigns and refine use of the company's CRM
- Work collaboratively with the Marketing & Communications Manager and CRM & Ticketing Manager to monitor box office sales and deliver coordinated marketing strategies
- Identify audience trends and opportunities through CRM research, segmenting and demographics
- Regularly monitor and analyse the effectiveness and impact of communications including the Malthouse Theatre website, digital advertising, email and social media, responding to, sharing information and offering solutions
- Assist the Marketing & Communications Manager with audience development, research and other projects as required

KEY SELECTION CRITERIA

1. Tertiary qualification in marketing, communications or equivalent
2. Digital expert with exhibited experience in implementing high-level digital communications strategies across a range of platforms.
3. Minimum two years' experience working in an administrative or communications based role in a professional office environment, with an emphasis on digital communications
4. Excellent communication skills, copywriting in particular, and an exemplary eye for detail
5. Ability to multitask and work as part of a small team under pressure

DESIRED SKILLS

1. Exhibited experience working with Tessitura or other CRM and Ticketing databases.
2. Sophisticated understanding of and experience with EDM and email marketing platforms.
3. Experience working with HTML 5 and digital animations.
4. Knowledge of and interest in the arts and cultural sector.

HOW TO APPLY

Applications will include:

- A document of no more than two pages addressing the key selection criteria (and desired skills, if relevant);
- A curriculum vitae of no more than two pages; and
- Up to three examples of previous digital marketing campaigns the applicant has delivered or conceptualised.

Please forward applications including the above to careers@malthousetheatre.com.au.
Additional high res files may be sent via wetransfer if necessary.

Applications close midnight Sunday 21 May 2017

INHERENT PHYSICAL REQUIREMENTS

The physical requirements of your position are consistent with those of a Digital Marketing Coordinator in a theatre company. You agree to advise the company of any pre-existing injuries or conditions that may arise that might inhibit you in the physical requirements of the position.