

## POSITION DESCRIPTION

**Position Title:** Digital Content Producer

**Reports to:** Marketing & Communications Manager

**Key Internal Working Relationships:** Marketing & Communications Manager, Marketing & Communications Coordinator, Publicists, Graphic Designers, CRM & Ticketing Manager, Box Office Manager, Venue Manager, Development Manager, artists and production staff.

## POSITION SUMMARY

Malthouse Theatre's Digital Content Producer is responsible for the development and delivery of Malthouse Theatre's digital strategy across a range of platforms in line with contemporary marketing practices.

This position plays an integral role in the Company and will be responsible for the development and implementation of innovative digital content strategies in line with the Malthouse Theatre's ongoing strategic goals of audience and revenue growth. The Digital Content Producer will be expected to work collaboratively with the Marketing and Artistic teams, provide monthly reports to the Marketing & Communications Manager and will maintain a high level of internal and external communications.

This is a full-time position based at The Coopers Malthouse in Southbank. Applications for part-time roles will not be considered.

## MEASURABLE OUTCOMES & RESPONSIBILITIES

### Digital Strategy

- Implement digital strategy and online policies, including identifying, recommending and initiating new policies and procedures as required
- Develop and deliver dynamic and innovative data-driven digital campaigns across paid and owned channels in line with traditional marketing campaigns, to meet and exceed targets
- Use CRM database (Tessitura) and digital tools (Google Analytics, Facebook) to analyse data and generate regular reports to gauge effectiveness of existing channels, and identify new opportunities to improve digital outcomes
- Work collaboratively and cultivate strong relationships with external contractors and stakeholders such as media buyers, web developers, Tessitura network, and eDM providers (Wordfly) to ensure best practices and continued success
- Liaise with key venue, ticketing and box office staff to deliver engaging experiences across all digital touchpoints adhering to core mission and values and provide digital marketing support to key internal departments (Development, Artistic, Ticketing) to help achieve goals (e.g. ticket on sales, annual fundraising appeal, sourcing new partners and donors etc.)

- Manage, plan and monitor paid digital campaign activities in close consultation with key stakeholders, and work with Marketing and Communications Manager to plan and identify opportunities to attract audience growth social media and digital platforms
- Work collaboratively with the Marketing & Communications Manager on audience development, research and other projects as required

## **Website**

- Implement and manage, up-to-date web content to ensure best UX practices
- Liaise with CRM and Ticketing Department to manage website on-sales and the timely uploads of new information on the website, including the management and implementation of digital deliverables for the annual Season Launch and Comedy Festival at the Coopers Malthouse each year
- Work with key external contractors and stakeholders to coordinate the ongoing maintenance of digital platforms, maintaining regular communication with web developers, and the CRM and Ticketing Department as necessary to ensure timely resolution
- Work closely with the website development team, coordinating large-scale web development projects including sourcing, scheduling, scoping and implementation of new features, products and services

## **Digital Content**

- Manage the digital content calendar, e-Comms schedule and social media calendar in collaboration with the Marketing & Communications Manager to maximise effectiveness of all digital content
- Work closely with video content producers and Artistic collaborators to storyboard, schedule, develop and manage the production of engaging video, multimedia and animated content
- Work with the external Publicists to leverage editorial content and ensure fully integrated communications messaging
- Work with the Graphic Design team and Marketing & Communications Coordinator to ensure digital assets are produced to meet brand guidelines and standards
- Create and implement social media strategy to build an active, engaged audience on social media platforms, growing both numbers and the quality of engagement and responding to all queries in a timely manner

## **E-Comms**

- Draft, design and distribute compelling, targeted, creative email campaigns, including Monthly eNewsletters, solus eDMs and triggered emails, to increase audience growth both in person and online, and grow sales and engagement
- Undertake high level usage of segmentation tools in order to ensure best practice standards are adhered to for email campaigns that compliment overarching marketing campaigns
- Coordinate, train and support other staff who use online platforms such as CMS, eDM software (Wordfly), social media, and analytics platforms to ensure high digital standards

## **INHERENT PHYSICAL REQUIREMENTS**

The physical requirements of your position are consistent with those of a Digital Content Producer 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.