

## POSITION DESCRIPTION

**JOB TITLE** Digital Experience Specialist  
**REPORTS TO** Director of Market Development

### THE ORGANISATION

Led by its charismatic Artistic Director, Richard Tognetti AO, the Australian Chamber Orchestra is Australia's most dynamic performing arts organisation. Renowned world-wide for its inspired and courageous programming and unrivalled virtuosity, the ACO collaborates with an extraordinary range of artists including the world's leading soloists, cinematographers, visual artists and contemporary musicians and entertainers.

The ACO is based at its award-winning home, ACO On The Pier, in Sydney's Walsh Bay Arts Precinct, an exciting space for live performance, community engagement and collaboration. Celebrations for the Orchestra's 50th Anniversary Season are well under way in 2025, so you'll be joining at a pivotal time for the ACO and be part of a high performing, ambitious and creative team who are always looking for bold new ways to grow audiences and amplify the ACO's national and international reputation.

### ABOUT THE POSITION

This role is responsible for ensuring a seamless, world-leading and optimised website experience for users that drives conversion and embodies the excellence, creativity and innovation for which the ACO is globally renowned. The Digital Experience Specialist will also be a key member of a new website project team.

### DUTIES & RESPONSIBILITIES

- Own and maintain the ACO's website including content management, performance analysis, testing and tagging
- Manage the continual optimisation of the website to ensure an effortless, immersive and personalised experience for customers that drives engagement and conversion
- Work closely with the Systems & Ticketing Manager on event and season builds and system upgrades
- Collaborate with cross-functional departments to ensure content and user experience on the site aligns with business priorities
- Maintain reference manuals and provide training so teams are supported and empowered to manage their own content where appropriate
- Manage web developer relationship and lead all development work, from scoping and budgeting through to testing and delivery
- Work with our Search Agency to ensure all SEO activity is optimised and achieving targets
- Stay ahead of digital trends and lead innovation in customer experience across the website, embracing technology and tools that provide solutions to business challenges

### WHAT WE'RE LOOKING FOR

- A creative and data-driven UX specialist with five+ years experience managing and owning e-commerce websites. Experience working on a new website build desirable

- A track record of driving performance improvements and optimising the platforms you've supported, identifying and resolving performance bottlenecks, friction points, and barriers to conversion
- Experience working with various content management and e-commerce platforms. We are currently on Sitecore but anticipate moving to an open-source platform as part of a new website project
- Demonstrated success in running search campaigns that drive engagement, conversion and support broader audience development objectives
- A supportive team player with a natural affinity for collaboration and continuous learning
- Strong analytical skills with the ability to draw insights from data and prepare reports for stakeholders

#### **KEY RELATIONSHIPS**

- Marketing and Box Office team
- All areas of administration including Artistic, Learning & Engagement, Venue team, Philanthropy and Partnerships
- Artistic Director and musicians in the Orchestra
- Website developer and IT team
- Search agency

#### **TERMS**

This position is part-time, based at the ACO's office in Sydney with flexible scheduling options.