

JOB TITLE	Digital Marketing Manager
REPORTS TO	Director of Market Development
DIRECT REPORT	Content Producer (part-time)

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 courageous programming and unrivalled virtuosity, the ACO collaborates with an extraordinary range of artists and continually pushes the limits of performance into new and exciting realms.

Despite the challenges of the past year, in 2021 the ACO expanded their offering to present a national live concert season alongside their inaugural digital season – ACO StudioCasts. With their highly anticipated move to the Walsh Bay Arts Precinct at the end of 2021, this is an exciting time for the Orchestra. The Digital Marketing Manager will join a high performing, passionate and ambitious team in helping shape the future of one of Australia's most respected and internationally acclaimed cultural icons.

PURPOSE OF THE ROLE

The Digital Marketing Manager brings the excellence, creativity, innovation and boldness of the ACO concert experience to life online.

As a customer-focused and results driven marketer, you will drive ACO digital marketing campaigns, deliver growth and engagement across ACO owned channels and produce quality content and marketing initiatives that extend the ACO's brand story across our online platforms to new audiences and partners.

DUTIES AND RESPONSIBILITIES

Paid Media

- Plan, manage, track and report on paid digital spend for ACO national tours and ACO StudioCast films
- Monitor ticket sales and work with the team to adapt the campaign to market trends
- Work with the Marketing Manager to compile and circulate post campaign reports

- Work with our Search Agency to ensure SEM activity is continually optimised and achieving targets

Channel Management

- Devise and implement acquisition strategies to grow the ACO online community
- Manage ACO social media channels working across departments to ensure a consistent tone of voice and cohesive ACO brand narrative
- Work with the Customer Experience & Insights Manager to grow and nurture the ACO database
- Manage analytics and tracking for web and social channels

Content

- Lead copy and content for all digital channels including social, email and web
- Drive strategic content distribution initiatives that engage new and existing audiences
- Contribute to the planning and creation of all forms of digital content including content collaborations with corporate partners

Platforms

- Manage the ACO's website and video streaming platform including content management, page building, performance analysis and improvement, testing and tagging
- Manage the continual optimisation of the sites to ensure an effortless, immersive and personalised experience for customers
- 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

KEY RELATIONSHIPS

- Core Marketing team and direct reports
- The Digital Marketing Manager will work with the musicians and all areas of administration including Box Office, Partnerships, Philanthropy, Artistic and Education
- Agency partners
- Venue partners
- Content production partners

[1]
SEP:

EXPERIENCE AND CRITERIA

- A digital native with an in-depth knowledge of the latest platforms and trends
- A campaign marketer with demonstrated success in hitting commercial targets and a passion for audience development



- A team leader who collaborates effectively and drives continuous learning
- Experience managing paid digital campaigns across social, search and display
- Proven track record in driving growth and engagement across digital channels
- A creative and innovative approach to content
- Website management – experience using Sitecore or similar CMS desirable
- Experience using Brightcove streaming platform, or similar, desireable
- Knowledge of Tessitura desirable
- Strong analytical skills with the ability to draw insights from data and prepare reports for stakeholders
- An appreciation for the arts

APPLICATION

Email your covering letter and CV to recruitment@aco.com.au