

JOB TITLE	Digital Marketing Manager
REPORTS TO	Director of Market Development
DIRECT REPORTS	CRM Executive, Marketing & Content Coordinator

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.

This is an exciting time for the ACO. You will join a high performing, passionate, collaborative and ambitious team in growing audiences and amplifying the Orchestra's national and international reputation.

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 national tour marketing campaigns, deliver growth and engagement across ACO owned channels and produce quality content and marketing initiatives that extend the ACO's brand story to new audiences and partners.

DUTIES AND RESPONSIBILITIES

National Tour Campaigns

- Work with the Director of Market Development to plan and execute national marketing campaigns for the ACO's core subscription series
- Monitor ticket sales and work with the team to adapt the campaign to market trends
- Compile and circulate post campaign reports

Paid Media

- Plan, manage, track and report on paid digital spend for ACO national tours
- 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 CRM Executive to grow and nurture the ACO database
- Manage analytics and tracking for web and social channels

Content

- With the Marketing & Content Coordinator, 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

Website

- Manage the ACO website including content management, page building, performance analysis and improvement, testing and tagging
- Manage the continual optimisation of the site 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



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

- 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

For any questions or to discuss the role in more detail please contact:
antonia.farrugia@aco.com.au