

## POSITION DESCRIPTION

**JOB TITLE** Marketing & Content Coordinator  
**REPORTS TO** Head of Digital

### 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 (WBAP), 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

The Marketing & Content Coordinator provides support across the ACO marketing team, contributing to the growth and engagement of the ACO's digital and social channels, and to audience and business development for the ACO's venue, ACO On The Pier.

### DUTIES AND RESPONSIBILITIES

- Work with the Head of Digital to plan and execute paid campaigns and organic content to promote the Orchestra and its performances across the National Concert Season and at ACO On The Pier
- Work with Marketing and the ACO venue team on B2B campaigns for the ACO's venue hire business
- Help devise and implement acquisition strategies to grow the ACO digital community
- Help manage and monitor analytics and tracking for web, email, and social channels
- Coordinate website content and support the Head of Digital with testing and website development projects
- Contribute copy for press releases and help plan media campaigns and influencer engagement for key activities
- Coordinate and build marketing emails and eNewsletters
- Be an enthusiastic team player and contributor to team planning sessions
- Provide general assistance and support to the Marketing team

## KEY RELATIONSHIPS

The Marketing & Content Coordinator will work with, and alongside, all areas of administration:

- ACO Marketing team – Director of Market Development, Head of Digital, Head of Marketing, Head of Communications, Marketing Specialist, Senior Graphic Designer, Database & Insights Manager, Box Office
- ACO On The Pier Venue team
- Artistic, Philanthropy & Partnerships, Learning & Engagement teams

## TERMS

This could be filled as a full-time or part-time position.

## WHAT WE'RE LOOKING FOR

- Minimum two years demonstrated experience working with varied CMS, social media, CRM and email platforms
- A background in content production, with a strong knowledge of how to create compelling, engaging and platform-optimised content
- An in-depth knowledge of the most popular social media platforms and up-to-the-minute digital trends
- A passion for outstanding copywriting and unique storytelling, with acute attention to detail
- Experience working with external and internal stakeholders to achieve business goals
- A positive, collaborative, problem-solving approach to tasks
- Exceptional administration skills with the ability to manage competing deadlines and juggle multiple tasks in a fast-paced environment
- An interest in orchestral music (encyclopedic knowledge of classical music not necessary!)