

Position Description

JOB TITLE Marketing Coordinator
REPORTS TO Head of Marketing

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 performances, the ACO collaborates with an extraordinary range of artists including the world's leading soloists, cinematographers, visual artists and contemporary musicians and entertainers.

This is an exciting time for the ACO. In 2022 the ACO will move to their new home in Sydney's Walsh Bay Arts Precinct. In this milestone year, you will join a high performing, ambitious and creative team in looking for bold new ways to grow audiences and amplify the Orchestra's national and international reputation.

ABOUT THE POSITION

The Marketing Coordinator will work closely with the Marketing team to grow the ACO community and achieve commercial objectives. The role will create and distribute engaging content, strengthen relationships with the broader arts community including ACO ambassadors, and provide general support across the Marketing team.

DUTIES AND RESPONSIBILITIES

- Supporting the Marketing team and being a marketing first point of contact for venue partners and Pier 2/3 hirers
- Build and manage relationships with National Concert Season venues securing marketing support across their online and offline channels
- Drive targeted youth marketing campaigns and engagement inc. students and U30's
- Coordinate marketing for Learning & Engagement events and programming including the ACO Collective regional touring
- Coordinate marketing for events and programming at Pier 2/3
- Manage the build and implementation of marketing emails and newsletters
- Build relationships and secure promotions with arts and special interest groups
- Manage and maintain marketing schedules and dropbox folders
- Assist with campaign advertising roll out and collateral distribution
- Assist with maintaining and editing media and influencer lists and invites
- Coordinate online and offline media event listings
- Be an enthusiastic team player and contributor in team planning and brainstorm sessions
- Provide general assistance and support to the Marketing team as required

KEY RELATIONSHIPS

- ACO Marketing team – Director of Market Development, Head of Marketing, Head of Communications, Lead Creative, Digital Marketing Manager, Customer Insights & Data Analyst, Box Office, Philanthropy, Learning & Development
- National arts venues
- National arts organisations
- Print and media suppliers
- Videographers, photographers and other external creative partners

TERMS

This position is a full-time, fixed-term (2 years) position based in the ACO's office in Sydney.

WHAT WE'RE LOOKING FOR

- Experience working within an arts marketing environment desirable but not essential
- Experience working with email and CRM platforms (knowledge of Tessitura highly desirable)
- An understanding of the power of CRM and segmentation to grow audiences
- A creative content creator and versatile writer and storyteller, you'll have experience creating content across various formats and channels
- Experience working with external and internal stakeholders to achieve business goals
- Working knowledge of the digital media landscape

DIVERSITY & INCLUSION

The ACO is committed to equity and inclusion and welcomes applications from Aboriginal and Torres Strait Islander people, people from culturally and linguistically diverse backgrounds, people with a disability, mature age workers, and lesbian, gay, bisexual, transgender, queer and intersex (LGBTQI+) people.