

<b>Reports to:</b>	Marketing and Communications Manager	<b>PD Classification:</b>	Executive
<b>Team:</b>	Marketing and Development	<b>Status:</b>	Full time, 24 month contract
<b>Salary:</b>	\$75,000 - \$80,000	<b>Effective Date:</b>	July 2025
<b>Position Holder Signature:</b>			
<b>Manager Signature:</b>			

### Role Purpose

The Digital Marketing Executive is responsible for driving digital engagement through strategic content planning and execution across Bell Shakespeare's digital channels and owned assets. This role leads the development of a clear content and channel strategy, ensuring alignment with brand goals, marketing campaigns, and audience engagement objectives.

Working closely with the Marketing & Communications Manager, Audience Engagement Executive, and Marketing Coordinator, this role contributes to major production campaigns, promotion of our education programs, and company-wide initiatives by creating, publishing, evaluating and reporting on high-impact digital content.

### Intent of Position Description

The intent of this position description is to provide a representative summary of the major duties and responsibilities performed by staff in this role. Staff members may be requested to perform job-related tasks other than those specifically presented in this description. Role Descriptions may also be modified from time to time to reflect usual growth and change of role.

### Significant Working Relationships

#### Direct Reports:

- Nil

#### Other Key Relationships (internal):

- Head of Marketing & Development
- Marketing & Communications Manager
- Ticketing & Data Manager
- Audience Engagement Executive
- Marketing Campaigns Coordinator
- Partnerships Manager
- Philanthropy & Major Gifts Manager
- Development & Events Manager

**Other Key Relationships (external):**

- Creative and media agencies
- Freelance videographers, photographers, designers
- Web developers
- Venue partner marketing teams

**Key Result Areas**

<b>Key Result Area:</b>	<b>1. Content and Channel Strategy</b>
<i>Key Tasks</i> <ul style="list-style-type: none"><li>• Lead the planning and implementation of an integrated content and digital channel strategy to grow engagement, reach, and conversions.</li><li>• Develop a content calendar across web, social, and email platforms, supporting mainstage theatre, education, development, and brand campaigns.</li><li>• Ensure all content aligns with Bell Shakespeare's tone, values, and audience development goals.</li><li>• Collaborate with creative and editorial stakeholders to ensure cohesive messaging and design across platforms.</li></ul>	
<b>Key Result Area:</b>	<b>2. Website and Email Marketing</b>
<i>Key Tasks</i> <ul style="list-style-type: none"><li>• Manage and update website content and structure in collaboration with internal teams and web support.</li><li>• Execute and optimise email marketing strategies, including regular e-newsletters, automated journeys, and targeted audience segments.</li><li>• Build, test, and send email campaigns via WordFly, in collaboration with the Audience Engagement Executive.</li><li>• Track email performance and adjust strategies based on results and audience insights.</li><li>• Manage the relationship with our web agency.</li></ul>	
<b>Key Result Area:</b>	<b>3. Social Media Management</b>
<i>Key Tasks</i> <ul style="list-style-type: none"><li>• Manage the company's social media calendar, content creation, and publishing across Facebook, Instagram, TikTok, LinkedIn, and YouTube.</li><li>• Produce or commission creative assets (video, imagery, captions, etc.) and platform-specific content.</li><li>• Monitor social channels and support community management in coordination with the Marketing Coordinator.</li></ul>	
<b>Key Result Area:</b>	<b>4. Campaign Support and Digital Advertising</b>

**Key Tasks**

- Support the Marketing & Communications Manager in delivery of paid digital advertising campaigns across Meta, Google, and other platforms, and in collaboration with media agencies or contractors.
- Prepare campaign briefs, coordinate creative roll-out, and provide regular reporting on effectiveness and insights.

**Key Result Area: 4. Analytics and Reporting**

**Key Tasks**

- Measure and report on digital performance using analytics tools (e.g., Google Analytics, Meta Business Suite, Tessitura/WordFly reporting).
- Present regular insights and recommendations to the marketing team to refine strategies and inform future campaigns.

**Key Result Area: 5. Collaboration and Teamwork**

**Key Tasks**

- Collaborate closely with the Audience Engagement Executive and Marketing Coordinator to deliver cross-channel marketing initiatives.
- Support the Marketing & Communications Manager in campaign development and execution.
- Liaise with the Education, Development, and Artistic teams to ensure their content and communications needs are supported.
- Coordinate external suppliers (e.g., photographers, videographers, content creators) when needed.

## Selection Criteria

### Essential Criteria

- At least 3 years' experience in a digital marketing or content-focused role.
- Strong understanding of digital platforms and emerging trends, including content strategy, social media, email marketing, and SEO.
- Proven ability to create, curate, and publish engaging content across web, email, and social channels.
- Excellent writing and editing skills with a strong eye for detail and tone.
- Experience working with CMS (e.g. WordPress), email platforms (e.g. WordFly, Mailchimp), and analytics tools.
- Strong organisational and project management skills with the ability to balance competing priorities.
- A collaborative, solutions-focused mindset and the ability to work both independently and in a team.

### Desirable Criteria

- Experience using Tessitura (ticketing and database) or similar CRM database

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- Video editing experience
  - Qualification in Marketing, Digital technologies or relevant field
  - Experience/interest in the arts and cultural sector.

Bell Shakespeare is an equal opportunity employer committed to employing a diverse staff. In line with this commitment, we encourage applications from Aboriginal and Torres Strait Islander people, people with a disability, mature age workers, people from diverse cultural and linguistic backgrounds and LGBTQIA+ people. We believe that Shakespeare is for all.

If you have any questions about the role, please contact Konrad Ryzak (Marketing and Communications Manager) at [konradr@bellshakespeare.com.au](mailto:konradr@bellshakespeare.com.au).