

Reports to:	Marketing and Communications Manager	Status:	Fulltime
Team:	Marketing and Development	Effective Date range:	
Position Holder Signature:			
Manager Signature:			

Role Purpose

To coordinate the implementation of marketing campaigns and support the realisation of, and revenue generation for, the marketing department goals.

Intent of Position Description

The intent of this job 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. Position 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):

- Marketing team (including Marketing and Communications Manager, Head of Marketing & Development, Marketing Campaigns Executive, Head of Marketing and Development, Ticketing & Data Manager and Audience Development and Audience Development Executive.
- Development team including Major Gifts and Philanthropy Manager, Partnerships Manager and Events & Development Manager)
- Education team (including Head of Education and Education Program Manager)

Key Result Areas

Key Result Area:	1. Mainstage Campaigns
<i>Key Tasks</i>	
<ul style="list-style-type: none"> • Coordinate the creation of engaging and effective marketing & promotional assets and collateral to generate ticket sales and attract audiences for Bell Shakespeare’s mainstage seasons in Sydney, Melbourne and Canberra. • Coordinate advertising campaigns and media buying for mainstage seasons in Sydney, Melbourne and Canberra including creating effective graphic design briefs for each target audience and ensuring deadlines are met. • Ensure marketing campaigns are evaluated after each season and a report compiled for the Marketing and Communications Manager. • Assist the Marketing and Communications Manager as required on strategic initiatives, including brand development projects and publicity campaigns. • Support the Audience Development Executive to achieve targets. 	

Key Result Area: 2. Education campaigns

Key Tasks

- In collaboration with the Marketing and Communications Manager and Marketing Campaigns Executive, support the delivery marketing campaigns and strategies for the Education program.
- Together with the Marketing and Communications Manager and the Marketing Campaigns Executive, regularly review and investigate opportunities to improve internal and external communications to ensure target audiences are effectively reached.

Key Result Area: 3. Social media and web

Key Tasks

- Support the Marketing Campaigns Executive and Marketing and Communications Manager with the planning and implementation of a content calendar, including posting to Facebook, Instagram, TikTok, LinkedIn, and YouTube.
- Assist with the development of engaging content, ensuring cohesive messaging and design across platforms.
- Coordinate paid advertising across digital platforms including digital display and social media.
- Monitor social channels and support community management in coordination with the Marketing Coordinator.
- 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: 4. 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. Administration

Key Tasks

- Manage and update website content and structure in collaboration with internal teams and web support.
- Code invoices and process receipts as needed.
- Maintain efficient filing systems for the Marketing Department, recording publicity outcomes and collating media and social media quote banks.
- Run department focused meetings ensuring minutes are taken and actions shared.
- Ensure marketing collateral is archived.

Performance Criteria

- Accurate and timely production of marketing collateral
- Campaigns delivered on time and on budget
- Post campaign reports and evaluations completed
- High level teamwork and productive relationships with co-workers.

Authority / Discretionary Limits

- Operation of Tessitura.

Selection Criteria

Essential

- Tertiary qualifications in marketing/relevant discipline of equivalent experience.
- Minimum 2 years' experience working in a marketing role.
- Ability to meet deadlines in tight turnaround times.
- Ability to coordinate approvals process.
- Superior written and verbal communication skills and an excellent eye for detail.
- Excellent project management skills and ability to multitask with ease.
- Demonstrated proficiency in using a database.
- Excellent computer skills – Word, Excel and Adobe Creative suite or similar.
- Demonstrated high-level communication and interpersonal skills with the ability to build relationships with outside agencies.
- Demonstrated ability to work independently and show initiative as well as part of a team.

Desirable

- Knowledge of ticketing and experience with Tessitura (ticketing and database) or similar CRM database
- Experience working in the arts.