

# SYDNEY FESTIVAL

## Digital Marketing Manager

<b>Reports to</b>	Marketing Director
<b>Liases with</b>	Campaign Manager (temp contract) Content Manager and Editor (temp contract) Graphic Design Manager Communications Manager
<b>Manages</b>	Marketing Assistant (temp contract) and other short-term contract staff as required to support the implementation of the Festival program.

### Purpose

The Digital Marketing Manager is responsible for year-round strategy, management and reporting of Sydney Festival's digital channels and activities. These serve to promote Sydney Festival as a high-quality arts event with cultural significance and major tourism desirability, achieve revenue targets and make a significant contribution to the delivery of the Festival's overarching and ongoing strategic objectives and business plans.

Strategic direction for digital channels and campaigns is agreed with the Marketing Director. The Digital Marketing Manager manages all of the Festival's digital channels including website, email, social media and content platforms, as well as the relationships with agencies, suppliers and stakeholders.

### This includes:

- In consultation with the Marketing Director, leading the development and implementation of Sydney Festival's digital marketing strategy.
- Managing and developing Sydney Festival's digital marketing channels, inclusive of website, emails, social media, and content platforms.
- Produce and maintain a digital marketing calendar and content plan consistent with the organisation's long-term strategy.
- Working with various datasets and analytics to determine effectiveness of campaigns and inform strategy.
- Applying best practice principles to user experience, content creation and reporting.

**Duties include:**

- Project management of the Sydney Festival website build, maintenance, and ongoing enhancement.
- In collaboration with the wider marketing team, input all content into the Sydney Festival website.
- Devising the social media strategy to drive visibility, growth and engagement across both organic and paid.
- Maintain social media platforms, overseeing community management, reporting, and briefing suppliers such as media agency, graphic designers and video editors.
- Maintaining content platforms, including video, streaming and podcast.
- Delivering Sydney Festival's email strategy to drive growth and ROI, as well as ensuring benchmarks and KPIs are achieved.
- Planning, writing, and distributing e-newsletters.
- Supporting the delivery of customer centric digital marketing campaigns, where required across search and display.
- Working with internal ticketing team and ticketing agents to ensure positive ticket buying experience.
- Working closely with the Corporate Partnerships team to deliver sponsor benefits.
- Working closely with the Philanthropy team to develop and execute digital fundraising campaigns.
- Providing detailed retrospective marketing information for reports.
- Coordinating cross-promotional activities with other arts organisations.
- Overseeing day-to-day workload of Marketing Assistant and other short-term contract staff as required to support implementation of digital marketing strategy.
- Managing a high volume of digital requests, balancing competing work priorities, and maintaining project management tool list of work in progress.
- In consultation with the Marketing Director, financial management of digital marketing budgets, ensuring delivery is on time and on budget with Purchase Orders accurately entered into financial system.
- Other duties as directed by the Marketing Director.

## Essential Skills and Attributes

This role suits applicants with a strong grasp of digital trends, excellent copywriting skills and a passion for performing arts and contemporary culture.

- Significant digital marketing experience. Within the arts and events industries highly regarded.
- Experience with digital marketing channels and strong understanding of trends across current and emerging mediums, including website, email, and social media.
- Experience delivering digital marketing campaigns.
- Strong understanding of data and analytics. Working knowledge of Google Analytics, Sprout Social, Mailchimp, ENTA and SEM Rush an advantage.
- A highly organised and proactive self-starter with exceptional project management skills and proven ability to work in a fast-paced, complex organisation.
- Excellent communication, writing and editing skills.
- Strong customer focus in dealing with internal and external stakeholders.

## TO APPLY

If this sounds like you, please download the job description from <https://www.sydneyfestival.org.au/work-with-us> and submit your application in writing addressing the selection criteria by email to [marketing.jobs@sydneyfestival.org.au](mailto:marketing.jobs@sydneyfestival.org.au) by **midnight (AEST) on Wednesday 19<sup>th</sup> May 2021**.

This is a full-time position and salary is commensurate with experience.

Early applications will be considered, and an appointment may be made prior to the closing date.