

Position Title	Marketing Manager
Status	Full-time
Classification Level	SCEC Pty Ltd Certified Agreement 2022 Level 4
Department	Marketing
Effective Date	December 2023

ABOUT US

Operated by the Sunshine Coast Events Centre Pty Ltd, The Events Centre is the leading performing arts centre located on the beautiful Sunshine Coast. We are a place where arts, entertainment and events come alive; where the community gathers to celebrate, learn, and connect.

We provide cultural leadership for the Sunshine Coast and enhance the liveability of the region by presenting a rich and diverse program of performing arts and events, enhancing local creative industries and vocational opportunities. We engage in programming and partnerships for the benefit of culture, tourism, and business, putting audiences, artists and community at the heart of everything we do.

We strive to be a beacon of inspiration, innovation, and inclusivity, fostering a sense of belonging, pride, and cultural vitality.

ABOUT THE ROLE

The Marketing Department is responsible for the management and delivery of the brand, sales campaigns, digital communications, and public relations for The Events Centre.

The Marketing Manager works closely with the Chief Executive Officer to maximise the visibility of The Events Centre and is responsible for delivering high quality, effective and creative marketing, sales, and audience engagement, to drive revenue and audience growth across all audience and customer segments.

The Marketing Manager collaborates with all departments to support the delivery of a consistent and high-quality visitor experience through the seamless integration of marketing, sales, brand values and communication into front-of-house, venue hire, ticketing, and food and beverage operations.

RESPONSIBILITIES

People and Leadership

- Lead, coach, and develop the performance of the marketing team to deliver a service focused culture, ensuring compliance with our values, organisational policies, relevant laws and regulations, and being responsible for recruitment, induction and staff performance management processes.
- Manage suppliers, contractors, consultants and other third parties that contribute to the achievement of excellent marketing outcomes.
- Stay up to date with industry trends and best practices in arts marketing, and contribute to organisation-wide improvement and innovation.

Strategy and Planning

- Implement brand development and positioning, increasing brand awareness and ensuring all internal and external marketing communication adheres to brand guidelines.
- Collaborate with cross-functional teams to develop integrated marketing campaigns for each dimension of the business, executing strategies across all appropriate marketing channels, including traditional and digital media.
- Manage agreed marketing budgets, ensuring value for money and good ROI is delivered through campaign planning, monitoring and optimisation and robust post campaign analysis and reports.
- Use market research, analysis of ticket sales and key conversion metrics to deliver insights that help identify and lead audience development initiatives.
- Manage digital marketing efforts including SEO/SEM, social media advertising, email marketing, optimising the Centre's digital marketing strategy and ensuring statutory compliance with all privacy and consumer laws, and the highest level of cyber security.
- Identify and develop valuable partnerships with media, industry partners and marketing suppliers, ensuring a high level of stewardship of these relationships.

Marketing Campaigns

- Develop and implement insight-led marketing campaign plans for self-presentation productions and other initiatives that meet business, audience development and branding objectives.
- Coordinate, and as appropriate undertake, the production of creative assets, creating compelling content for various platforms, managing collateral production schedules and ensuring stakeholder approval.
- Oversee planning and buying of media as part of overall marketing plan.
- Collaborate with the internal teams, promoters and producers in campaign delivery.
- Develop and monitor metrics and measures of effectiveness, adjusting strategies accordingly and advising the CEO when additional action may be required.

Communications and Publicity

- In liaison with the CEO, be responsible for the planning and execution of corporate public relations strategy.
- Manage all publicity for Centre generated events, building relationships with appropriate media outlets, both traditional and digital.
- Manage/create the content and distribution of all media releases ensuring the tone is consistent with the brand.
- Oversee social media including monitoring, responding, and escalating communications as required.
- Ensure appropriate billing and mandatory acknowledgements in advertising and public relations.
- Work with internal departments to ensure customer touchpoints including signage and wayfinding comply with tone and brand guidelines.
- Coordinate promotional activities including invitations, hospitality, performances, events and workshops.

NOTE: An employee may be directed to carry out such duties as are within the limits of the employee's skill, competence, and training.

ROLE DIMENSIONS

Reporting line

- To the Chief Executive Officer

Direct reports

- Marketing Coordinators x 2
- Marketing Assistant

Delegated Decision making

- Delegation of tasks across the marketing team.
- Leave approval for marketing team within in policy.

Budget/Expenditure

- Nominated business as usual expenses as per the adopted annual budget.
- Delegated payment approval – \$10,000

ABOUT YOU

We are looking for a creative problem solver with a positive ‘can-do’ attitude, and the ability to work autonomously, prioritise tasks and meet deadlines. You should have exceptional written communication skills with the ability to create engaging content. To be successful in this role, you should possess the following skills, talents and experience:

- Proven experience as a Marketing Manager or similar role in the arts and entertainment industry.
- Demonstrated expertise in strategic marketing coupled with experience in delivering successful and innovative integrated performing arts marketing campaigns that meet audience, budget and branding objectives and include the development, design and production of a range of campaign material.
- Strong understanding of digital marketing channels and practices, including SEO/SEM, social media platforms and email marketing software, with the ability to use and interpret performance analytics and data insights.
- Highly effective leadership and management skills with proven ability to build, mentor, motivate and support a team to achieve high level performance.

ACKNOWLEDGEMENT

I,, accept the position description as outlined above. I have been given an opportunity to ask questions about the contents and I understand the terms and conditions outlined in this document.

..... Date:/...../.....

Signature of Employee