

JOB DESCRIPTION & APPLICATION INFORMATION

Job Title: **Marketing Manager, Concerts**
Reports to: Director of Marketing and Communications
Location of Office: Zetland on Gadigal Land
(*Other Capital City locations considered*)
Appointment type: Full-time permanent (*Hybrid work available*)

Our Vision

A music-rich future for all Australians.

Our Purpose

To connect all Australians to something bigger than themselves: to powerful music which awakens the spirit.

Our Mission

With chamber music at our artistic core, Musica Viva Australia creates memorable musical experiences for audiences at every stage of life and for musicians at every stage of development through Concerts, Education programs and Emerging Artist programs.

An Australia where chamber music thrives and where people of all ages, cultures and communities have access to, and learn to appreciate, the vital role of music in building a stronger, more creative world.

Purpose of position

To plan and implement effective marketing strategies aimed at maximising audiences for Musica Viva Australia's Concert Season within a new brand strategy.

Reporting/working relationships

The position reports to the Director of Marketing & Communications and works closely with the Digital Marketing Manager. The position has direct management of the Marketing Executive, Concerts and Graphic Designer. Other key relationships include Artistic, Development, Education, Concerts and Communities, Emerging Artists and State teams.

Responsibilities:

- Contribute to and continue to develop marketing strategies for MVA Concerts to increase audiences and income aligning with MVA's overall brand strategy. This includes strategies for subscribers (both retention and growth of new cohorts), and general bookers (including groups who are underrepresented in existing audiences).
- Executing marketing strategies across all marketing channels, including traditional and digital media in partnership with the Digital Marketing Manager and team.
- Improve ROI and increase frequency and spend from data-informed decisions. This includes post-campaign reporting with analysis and insights to ensure growth.
- Work with the Director of Marketing & Communications, contribute to establishing revenue targets for concerts.
- Work with Ticketing & CRM Manager and Box Office staff to optimise the use of CRM database (Tessitura) in marketing activities.

- With the Director of Marketing & Communications and Digital Marketing Manager, develop and manage Musica Viva's digital strategy to drive audience engagement and income through MVA's digital platforms.
- Contribute to a company-wide integrated approach to online marketing content, prioritising the use of resources and timing of campaigns.
- In conjunction with the Digital Marketing Manager and broader Marketing team, continue to improve user experience online for concerts and education.
- Maintain knowledge and implement industry best practice and to contribute to ongoing business practice improvement and innovation.
- Manage expenditure of agreed marketing budgets.
- Develop and manage the Marketing Executive Concerts and Graphic Designer.

Organisational Responsibilities:

- Maintain healthy work relationships with volunteers and other staff members.
- Attend meetings as required.
- Contribute to regular and ongoing quality improvement and funder-required accreditation activities.
- Participate in professional and performance development activities and remain up-to-date on current knowledge and skills related to the position.
- Take reasonable care for his/her own health and safety and for the health and safety of anyone else who may be affected by his/her acts or omissions at the workplace.
- Hold a valid Working with Children Check. MVA will cover the cost of obtaining or renewing the check.
- Maintain the highest ethical standards, confidentiality and cultural awareness when dealing with others.
- Adhere to workplace policies, procedures and systems, as amended from time to time, in particular those that address workplace health and safety, anti-discrimination, bullying and harassment and privacy.
- Contribute to the overall well-being of the organisation and avoid participation in any activity that might be harmful to the good operation, health, or reputation of the organisation.
- In addition to the duties outlined above, the position holder is also required to perform such other duties as may be directed, provided these are within his/her competency or training from time to time.

Essential Knowledge, Skills, Qualifications & Abilities:

To be successful in this role, you should possess the following skills, talents and experience:

- Tertiary qualifications in marketing and/or commensurate industry experience.
- Experience developing and implementing successful and innovative integrated marketing campaigns which deliver audiences and income, ideally in live performance/chamber music sectors.
- Project management skills, with experience managing the development, design and production of a range of campaign material.
- Excellent oral and written communication skills.
- Financial and analytical skills to effectively manage budgets and campaign success.
- Strong interpersonal skills, able to garner internal and external support for programs and campaigns, and able to build trust and credibility with stakeholders.
- An ability to work under pressure, meet deadlines, with attention to detail and limited supervision.
- Experience of/interest in the live performing arts, particularly classical music.

To apply:

Send your resume and a letter (maximum 2 pages) introducing yourself and addressing the essential and desirable qualities detailed above to jobs@musicaviva.com.au.

Note: In the subject of the email add the following code **MMC25 and your full name**. Applications not including this code may not be correctly processed.

For an informal chat about the roles and MVA please contact Lucy Shorrocks, Director of Marketing and Communications by email lshorrocks@musicaviva.com.au or Jennifer McCleary People & Culture Manager by email jmccleary@musicaviva.com.au

Musica Viva Australia is a family friendly and flexible employer committed to equity and inclusion. We welcome and encourage applications from First Nations people, people who identify as having disability, people who identify as LGBTIQ+, and people from culturally and linguistically diverse backgrounds.

If at any stage of the process you require any adjustments due to disability or having access needs, please let us know.

Applications close: 29 January 2025