

Position Title: *Digital Specialist*
Department: *Marketing*
Reports to: *E-Commerce Manager*
Direct Reports: *No*
Touring: *No*
Date: *July 2021*

Summary

Reporting to the eCommerce Manager, the role will collaborate with the broader team to produce world-class digital customer experiences to embed automation, optimisation, and digital thinking whilst striving for excellence in customer experiences across digital channels for The Australian Ballet.

The Digital Specialist is responsible for supporting the marketing function in best practice activity and approach across digital communications. The role drives digital experience to grow the customer base and increase revenue by producing, coordinating, and delivering direct digital communications through email/sms and automation approaches and web-based tactics. The role coordinates reporting and analytics in digital for optimisation and campaign performance as well as audience segmentation practices.

Our Company

The Australian Ballet is one of the world's leading national ballet companies and a globally recognised Australian major performing arts organisation. Each year the company presents upwards of 220 performances through its main stage seasons in Melbourne, Sydney, Brisbane, Adelaide and Perth; along with public programs, special events, an extensive regional tour, a Children's Ballet and Education programs and regular overseas tours.

Orchestra Victoria (OV), provides pit services for ballet and opera in Victoria, and is a wholly owned subsidiary of The Australian Ballet. The Australian Ballet and Orchestra Victoria have an annual turnover of more than \$70 million and employ over 265 staff.

Our Values

We are exceptional In our art we strive to inspire, transform and to connect emotionally with our audiences. Beauty, athleticism, technical excellence and strength are hallmarks of our aesthetic.

We are ambitious We know where we are going. We believe in our ability to make things happen and to reach for the stars. We're disciplined and don't give up. We do things today.

We are innovators Creativity powers our company. We value knowledge, experience, open-mindedness, fresh thinking and passion on and off the stage.

We are proudly Australian Our company joyfully reflects the rich diversity of our nation, speaking to all Australians, and about Australia, to the world.

We are one team We work as one team towards common goals across the entire organisation, wherever we are and whatever we do. We are friendly, trusting in our relationships, always open to the other point of view, and willing to have courageous conversations.

We are sustainable We recognise the importance of diverse and growing income streams, and our dependence on state-of-the-art facilities and systems. We emphasise analysis, critical thinking, and careful planning in all our work.

Diversity and Inclusion

At The Australian Ballet, diversity and inclusion are integral to our mission to create an extraordinarily vibrant and successful company, and to present performances that represent Australian culture at its best. We believe that our workforce should reflect the rich diversity of the Australian community. We embrace difference and diversity of identity, experience and thought, and we actively strive to create an inclusive workplace. By promoting these values, we aim to create a positive work experience that encourages a sense of belonging.

KEY RESPONSIBILITIES

CRM, Customer Database and Segmentation Technologies

- Contribute to CRM strategy, audience frameworks, and data governance and plan, including driving audience management and segmentation practices.
- Be a key users of customer data platforms.
- Champion Tessitura and provide a link between CRM ticketing needs, campaign needs and website functionality.

Email

- Design
 - Develop an industry leading email program through design and functionality (e.g. personalisation and dynamic content) to drive acquisition and content consumption.
 - Design and deliver an email marketing plan that increases loyalty and retention, and whole of customer value.
- Coordination
 - Guide the marketing team in the creation of customer journey maps.
 - Develop and deliver training to ensure the broader marketing team are utilising the technology's features and capabilities.
 - Document and maintain processes.
 - Provide technical support to the wider organisation.
- Production
 - Ensure email template designs and campaigns reflect brand guidelines.
 - Creation of email programs with single send and through data and trigger driven automation.
- Performance and optimisation
 - Provide recommendations on optimising technology, performance, and data.
 - Design, implement, monitor and improve optimisation approaches including A/B testing, frequency capping, subscription management.

Analytics

- Design, produce, and communicate performance dashboards, presentations, and reports for web and email channels performance, audience and segment volumes, campaign performance, and database health.
- Support reporting of marketing campaigns through coordinating campaign tag management.
- Deliver actionable insights for channel optimisation, attribution, and campaign performance.

Website

- Coordination
 - Develop and maintain processes, training sessions and guides/documents to empower all internal users of the website Content Management System (CMS)
 - Coordinate the identifying, prioritising, testing and fixing of website issues/bugs
 - Develop and deliver training sessions.
 - Document and maintain processes.
 - Provide technical support to the wider organization.
- Production
 - Support non-Marketing company needs via website content/functionality e.g. EduHub and Philanthropy.
 - Ensure website content and design reflects company brand guidelines.

General Digital Marketing

- Contribute to budget reporting and maintenance.
- Coordinate, monitor, contribute to and report on third party review platforms.
- Support the Digital team on channel strategy development by providing insights, reports, and channel optimisation insights.

Other Responsibilities

- Be a supportive member of a multi-skilled, agile team and help where possible across a collaborative work environment.
- Record and monitor own tasks in central systems and production workflow tools.
- Other duties as reasonably requested by the eCommerce Manager, Head of Digital, or Director Sales and Marketing.

QUALIFICATIONS AND EXPERIENCE

- Desirable: Degree in marketing, communications, web/IT, or digital and/or significant equivalent experience.
- Essential: Experience with design and execution of complex digital marketing communications across email and web.
- Essential: Experience in creating and executing automated email campaigns.
- Essential: Experience with digital analytics including the development of dashboard and reports.
- Essential: Experience using variety of content management systems for web content publishing.
- Essential: Experience with audience management and segmentation approaches, technologies, and cross-channel audience management.

ATTRIBUTES

To successfully fulfill the roles and responsibilities as outlined above, the Digital Specialist should demonstrate the following qualities:

- An understanding and alignment with The Australian Ballet ethos
- A strategic and innovative mindset
- Inquisitive
- Data hungry
- Results driven
- Analytical
- Strong communication skills and the ability to influence
- A passion for the creative industries

KEY PERFORMANCE INDICATORS

- Email, including conversion to sales, database volume and deliverability, channel performance (open rate, click to open rate, unsubscribe, bounce).
- Digital metrics and KPIs as set out in the role Performance Plan.
- Sales / acquisitions and other commercial targets activity achieve/surpass revenue targets.
- All campaign applications delivered on brand, on time, and on budget.

RELATIONSHIPS:

Reporting to:	eCommerce Manager
Direct reports	0
Work team:	Digital Record and Broadcast Marketing Customer Services/Ticketing Public Relations