



Position Title: *Marketing Specialist*
Department: *Marketing, and Sales*
Report to: *Marketing Campaign Manager*
Direct Reports: *None*
Touring: *No*
Date: *February 2021*

Summary

We are looking for a dynamic and commercially savvy Marketing Specialist to assist with the delivery of key campaigns for The Australian Ballet's mainstage shows and other programs. Representing The Australian Ballet, you will be inspired to deliver creative marketing solutions that support the company's goals of retaining current audiences, whilst building new audiences, elevating the brand and delivering world-class ballet experiences to budget.

Reporting to the Marketing Campaign Manager, you will assist with the implementation of end to end marketing campaigns, venue marketing and partnership initiatives to achieve sales targets. This is a full-service, 360 campaign role across digital, print, outdoor and The Australian Ballet's marketing channels. You will also assist other departments within the company to deliver on their marketing needs.

As an integral member of the marketing team, you will be responsible for sales performance and contribute to the wider marketing, customer and publicity strategy to leverage The Australian Ballet brand. The right candidate will ideally come from an agency or brand/ campaign marketing background and have strong commercial / campaign skills (2-3 years minimum), a hands-on approach, 'can do' attitude and have an acute attention-to-detail to deliver multiple campaigns to deadline and to budget. Outstanding relationship skills, a collaborative spirit and ambition to learn in a dynamic environment are essential.

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.

Duties and Responsibilities

- Assist to deliver end-to-end campaigns for mainstage performances, programs and other priorities as assigned. This will include through-the-line campaign collateral, paid and owned media channels
- Deliver marketing strategies for other departments within the company
- Deliver campaign materials and rollout based on campaign mix developed in consultation with the Marketing Campaign Manager
- Collaborate with media and digital agencies to execute campaigns
- Deliver niche marketing opportunities in support of brand goals
- Act as the champion for specific campaigns and business areas (email, signage, internal comms) to ensure activity is running to message and is on-brand
- Contribute meaningful ideas to the wider marketing and PR team to drive revenue and new audience acquisition targets
- Contribute to an ongoing content program which will feed an email marketing strategy, digital advertising, and social media calendar
- Maintain accurate budgets and extensive critical path schedules for all projects

Knowledge, skills and abilities

- Bachelor degree in Marketing / Communications or similar discipline
- Minimum two years' experience implementing marketing or communication campaigns
- Proven track record in campaign execution (brief to rollout)
- Experience liaising with media agencies on schedules
- Experience in working in sales-oriented environment
- Experience in agency or brand/ campaign marketing background is desirable
- An understanding and alignment with The Australian Ballet ethos
- Proactive and ambitious
- Commercially savvy and a creative thinker
- Strong attention to detail
- Strong communication and presentation skills
- A passion for brand, entertainment and creative industries.