Position Title: Marketing Campaign Manager
Department: Marketing and Sales
Report to: Head of Marketing Communications
Direct Reports: Marketing Specialist
Touring: No
Date: February 2021

Summary

The Marketing Campaign Manager is responsible for implementing marketing campaigns for mainstage shows and other programs to support the company in driving growth and engagement and achieving its commercial revenue goals. This is a full-service end-to-end campaign role across digital, print, outdoor and The Australian Ballet's marketing channels.

Reporting to the Head of Marketing Communications, the Marketing Campaign Manager has a direct report and is an important part of the campaign team, working collaboratively across the department (digital, content, customer experience and program managers) to develop outstanding marketing campaigns and collateral.

This full-time position is based at The Primrose Potter Australian Ballet Centre in Southbank. It is a non-touring role.

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

- Develop and 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.
- Brief and deliver campaign materials and rollout based on campaign mix developed in consultation with the Head of Marketing Communications.
- Act as the champion for the campaign (email, signage, internal comms) to ensure activity is running to message and is on-brand.
- Work closely with media, digital and SEO agencies to implement marketing activities.
- Implement activations and promotions as part of our in-season activity to engage audiences.
- Take a design-oriented perspective and maintain the beauty and integrity of The Australian Ballet brand.
- Respond proactively to sales performance for campaigns and programs.
- Deliver niche marketing opportunities in support of brand goals.
- 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, campaign planners and critical path schedules for all projects.
- Lead and manage one direct report (Marketing Specialist).

Knowledge, skills and abilities

- Bachelor degree in Marketing / Communications or similar discipline
- Minimum four years’ experience implementing marketing or communication campaigns
- Proven track record in campaign execution (brief to rollout) including email and digital marketing.
- Experience liaising with media agencies on schedules.
- Experience working in sales-oriented environment.
- Experience in agency or brand/ campaign marketing background is desirable. Arts or Entertainment experience is a bonus.
- An understanding and alignment with The Australian Ballet ethos.
- Proactive and ambitious.