POSITION DESCRIPTION

POSITION TITLE: SOCIAL MEDIA MANAGER

1. KEY ROLE

The Australian Ballet is looking for a digital marketing expert who will bring their passion, drive and experience to evolving a world-class digital offering and growing the loyalty and engagement of our digital customer base.

This person, along with their direct report, will take the reins of our social channels to grow and nurture an engaged audience into highly interactive communities. The Social Media Manager is responsible for excellent community support, creating a best-practice organic and paid social strategy, and overseeing the paid advertising (Google and programmatic) executed by our media agency.

This is a very hands-on role and requires someone with dedication and strong communication skills to seek collaborative opportunities, motivate internal stakeholders and work effectively with marketing peers. You will be able to demonstrate a strong background in writing, and creative marketing skills are crucial.

You will have up-to-date knowledge of key social channels and reporting tools for Facebook, Twitter, Instagram, Pinterest, LinkedIn and YouTube as well experience in other paid digital marketing management.

Reporting to the Head of Digital, you will execute innovative strategies that spearhead The Australian Ballet as a thought leader and disruptor in the digital space, both locally and globally.

2. KEY RESPONSIBILITIES

- Social Media
  - Execute an organic social media strategy that will acquire, engage and retain our growing audience base and bring our stunning content to life in the digital world.
  - Plan multiple budgets, set campaign strategies, create and execute best-practice, high-performing social media advertising to drive ticket sales and brand awareness.
  - Construct social media campaigns that deliver the right message to the right person at the right time, and move customers through the purchase funnel.
  - Consistently demonstrate exceptional written skills to create organic posts in The Australian Ballet's style and tone.
  - Explore, recommend and implement new opportunities, collaborations and innovations in the social media and digital marketing space.
  - Drive our YouTube strategy and channel-growth objectives.
  - Collaborate with customer services to ensure the social community has its issues resolved as quickly as possible.
  - Manage, inspire, support and provide leadership to a direct report to ensure that the team creates world-class ballet content and customer service.
  - Provide strategic and execution support for the social media of Orchestra Victoria, a subsidiary of The Australian Ballet.
• **Content**
  - Act as the channel owner for Ballet TV (driven by YouTube), implementing a content and promotional strategy to market long-form and pay-per-view streaming content.
  - Develop content distribution opportunities and continuously strive to over-achieve on reach and distribution goals.
  - Contribute to an ongoing content program that will feed an email marketing strategy, digital advertising strategy and social media calendar.
  - Take a creative leadership role in idea generation across brand and campaign content.
  - Work with the Content Expert to align social media to our brand aesthetic and editorial objectives.
  - Work with the Recording and Broadcast team to ensure that it is producing socially optimised content that will drive both paid and organic success.

• **Digital Marketing**
  - Oversee our agency’s implementation and provide optimisation strategies for digital performance marketing and advertising activities such as SEM, display advertising, programmatic, Spotify and affiliate.
  - Use data-driven insights to clearly identify the effectiveness of our marketing activities and spend.

• Be a supportive member of a multi-skilled, agile team in a collaborative work environment.

• Work closely with multi-channel agencies and consultants.

• Other duties as reasonably requested by the Head of Digital or the Director of Marketing and Sales.

3. **QUALIFICATIONS AND EXPERIENCE**

   ▪ Bachelor’s degree and post-graduate degree in marketing or journalism
   ▪ Impeccable writing skills with editorial writing experience
   ▪ Essential: a minimum five years’ experience in social media for a consumer, media or sports brand including managing the content plan for a large social account/community
   ▪ Expertise in creating and optimising social media advertising
   ▪ Experience using a variety of content management systems and social scheduling platforms such as Airtable, Sprout Social, CrowdTangle and Google Analytics
   ▪ A proven track record in driving large-scale paid digital advertising campaigns
   ▪ A passionate interest in ballet and the arts, cultural and entertainment industry

4. **ATTRIBUTES**

   To successfully fulfill the roles and responsibilities as outlined above, the Social Media Specialist should have:

   ▪ An understanding of and alignment with The Australian Ballet’s culture
   ▪ A strategic and innovative mindset, always wanting to be at the forefront of digital marketing
   ▪ Creative thinking
   ▪ Digitally savvy
1. A proactive attitude
2. A demonstrated ability to operate efficiently and effectively
3. A results-driven ethos
4. Analytical skills and a test and learn approach
5. Strong communication skills and the ability to influence
6. A passion for the creative industries

5. KEY PERFORMANCE INDICATORS

- Digital metrics and KPIs as set out in the role's performance plan.
- Box-office and other commercial targets achieved or surpassed
- All campaign applications delivered on brand, on time and on budget

6. COMPANY

The Australian Ballet is a globally recognised performing arts and entertainment brand. Founded in 1962, it is Australia’s national dance company and a leading cultural ambassador on the world stage.

For over five decades it has delivered exceptional performances to generations, across Australia and the world. Hundreds of dancers, choreographers, designers, teachers, composers, costumiers and a passionate supporting cast have turned the company into an iconic brand.

The company performs a broad range of repertoire that honours the traditions of ballet while looking towards the future with contemporary works by major Australian and international choreographers. Regular investment in new commissions furthers the development of this dynamic art form. At every level of the organization, tradition and innovation go hand in hand.

Every year The Australian Ballet presents upwards of 14 mainstage seasons across Melbourne, Sydney, Brisbane, Canberra, Perth and Adelaide, as well as audience engagement programs, special events and an extensive regional tour.

7. CULTURE / ENVIRONMENT

The Marketing and Sales division is responsible for The Australian Ballet's main commercial operations. It comprises over 25 specialists in areas including marketing, sales, public relations, digital, customer services, recording and broadcast, and content production.

The department is constantly evolving through world-class technology, online content publication, ecommerce and digital innovation. Our output means a fast-paced and diverse marketing environment, characterised by many competing deadlines and challenges particular to each ballet and location.

This role, dependent on safety guidelines from the Victorian Government, will be required to work from our administration offices at The Primrose Potter Australian Ballet Centre, 2 Kavanagh Street, Southbank, Victoria. Limited remote-work flexibility is negotiable.

8. RELATIONSHIPS:

Reporting to: Head of Digital

Direct reports Social Media and Content Specialist

Work team: Digital
Record and Broadcast
Campaign marketing
Customer Experience/ Ticketing
Public Relations
Audience Engagement

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