



# MARKETING COORDINATOR

## Role Description

### The pillar

The Customer Experience team ensures that Arts Centre Melbourne places the customer first by creating and delivering experiences of unique value. The team is accountable for delivering an integrated end-to-end customer journey that provides a remarkable experience each and every time. The team deliver success in our customer focused business functions of Ticketing, Marketing, Food & Beverage, Strategic Communications, Car Park, Retail, Guided Tours and Front of House customer service. We are the largest team in the organisation with over 450 people.

The Customer Engagement team is responsible for maximising community engagement in Arts Centre Melbourne's enriching experiences. Through the delivery of compelling campaigns and content and the facilitation of seamless digital experiences, the team attracts and engages existing, new and diverse customers with our brand, artists, products, experiences and services.

### The role

**The primary purpose of this role is to provide event and project support, and implement the delivery of specific Arts Centre Melbourne integrated marketing campaigns.**

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|--------------------|---|
| Type               | Full time, fixed-term contract to April 2025  |
| Reports to         | Marketing Manager (Performances)  |
| Salary/Hourly Rate | Arts Centre Melbourne Enterprise Agreement 2022 Band 3.1  |
| Key Relationships  | <i>Internal:</i> Programming, Presenter Services, Strategic Communications, Philanthropy, Strategic Partnerships, IT, Finance, HR, Ticketing, Online and CRM, Customer Service, Facilities, Security<br><i>External:</i> Customers, Presenters, Resident Companies, Venue Hirers, Media and Creative Agencies, Artists, Producers, Precinct Organisations, Industry and Community Organisations |
| Delegation         | Financial and people delegations as per current policy  |
| Location           | Arts Centre Melbourne premises (subject to potential relocation)  |
| Other              | SGA Employee under the Arts Centre Melbourne Enterprise Agreement 2022<br>Satisfactory completion of a National Police Check required<br>You will hold valid working rights in Australia (subject to verification)  |

## Your capabilities

- **Change Agility** – you work well in an environment characterised by high levels of change: adapting, learning and applying skills quickly.
- **Sustainable Creative Practice** – you create and choose from a number of strategic options and make decisions to deliver the most impactful strategic outcome.
- **Collaboration** – you work with others to achieve outcomes – involving the right skill, perspectives, abilities and expertise.
- **Accountability** – you achieve required goals and outcomes both personally and for the organisation.
- **Coaching** – you continuously develop yourself and others.
- **Being Inclusive** – you act in a way that is inclusive and provides an environment of access and equity.

## Your qualifications and experience

- A tertiary qualification in marketing, communications or equivalent industry experience
- Minimum two years' marketing or agency experience leading campaigns
- Experience in delivering exemplary stakeholder service with a focus on building strong relationships
- Demonstrated experience in effective written and verbal communication
- Proven experience in negotiating and problem solving complex issues
- Ability to plan, prioritise and organise work in a timely manner
- Demonstrated digital marketing experience
- Exceptional efficiency and attention to detail

## In the role you will

### Accountabilities:

- Provide support for campaign development for Arts Centre Melbourne presented events and experiences:
  - Work with the Marketing Manager to implement integrated marketing campaigns
  - Plan and execute integrated marketing campaigns to deliver on objectives and audience targeting with oversight from Marketing Manager
  - Brief and coordinate internal teams on social media and content, material design and production, digital marketing, data and ticketing
  - Brief media agency and publishers on campaign aims and requirements
  - Ensure all purchase and supply orders are timely and entered into the financial system correctly, and goods and services are delivered within budget
- Support the delivery of marketing services to presenters and promoters:
  - Effectively schedule, brief and manage the delivery of marketing support for venue hirer events through Arts Centre Melbourne's owned channels, including venue signage and collateral
  - Marketing services for all campaigns meet objectives and are delivered on time
- Provide marketing campaign analysis that delivers insights to improve return on investment:
  - Interim campaign analysis and interpretation with oversight from the Marketing Manager
  - Post campaign reporting delivered accurately and within timelines
- Develop and support relationships with internal and external stakeholders:
  - Retain collaborative relationship with partners and agencies
  - Positive partnership project delivery with presenter and promoters
  - Positive relationships built with internal stakeholders and team members
  - Projects are completed on time and objectives met

### Decision Making:

- Under the broad direction of the Marketing Manager, be responsible for the support and delivery of specified projects. A moderate degree of autonomy will be required to complete project work.
- Be required to balance the often competing enquiries and immediate demands of internal and external stakeholders. You will represent the interests of Arts Centre Melbourne in managing these relationships.

### Working environment/physical requirements:

- Undertake general office work with a strong emphasis on the use of computers and digital technology.
- Required to be on site/attend events outside of work hours (including evenings, weekends and public holidays) from time to time.
- Be required to undertake the tasks and requirements detailed in the relevant job task analysis.
- Potentially work in an underground office environment.
- Work hours in accordance with your employment type and the Arts Centre Melbourne Enterprise Agreement 2022.

## You demonstrate our values

- **Leadership** – courage and conviction
- **Creativity** – a boundless imagination
- **Care More** – a place for everybody
- **Community** – working together
- **Equity** – fairness and justice

*Last reviewed February 2024*