

HEAD OF MARKETING

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 enriching experiences by building brand loyalty, integrating the customer's journey of engagement and delivering effective campaigns and content to engage existing, new and diverse customers in our brand, artists, products, experiences and services.

This leadership role is expected to grow, develop and lead the marketing activity for Arts Centre Melbourne events, services and brand. The Marketing team contributes to annual attendances of over 3.7 million people.

The Role

Provides leadership to the marketing team, ensuring high levels of team engagement and customer-centricity is at the forefront of promotional activity. Plays an active role in Arts Centre Melbourne's consumer-facing brand activity and leads marketing activity for select events and experiences including ACM's own curated programs. Works with the wider Customer Engagement team to develop and implement the Customer Strategy.

Type	Full Time, ongoing
Reports to	Director, Customer Engagement
Direct Reports	TBA
Salary/Hourly Rate	ACM Enterprise Agreement 2018 Band 5.2
Key Relationships	<i>Internal:</i> Programming, Presenter Services, Strategic Communications, Philanthropy, External Engagement, IT, Finance, HR, Customer Engagement Team <i>External:</i> Customers, Presenters, Venue Hirers, External 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 ACM Enterprise Agreement 2018 Satisfactory completion of a National Police Check required You will hold valid working rights in Australia (subject to verification)

KEY CRITERIA

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

- Relevant extensive marketing experience and/or tertiary qualification in a relevant field.
- Experience building and leading a team of high-performing marketers and content creators.
- Experience in planning and managing integrated marketing initiatives that drive strong commercial outcomes and are unpinning by a customer-first approach and data-driven decision making.
- Experience managing relationships and communications with a diverse range of partners and stakeholders.
- Experience in the performing arts is not a pre-requisite, though an understanding of and passion for the arts and culture sector will be highly-regarded.

Your skills and attributes

- Extensive people leadership experience with a track record of building high performing teams, both culturally and operationally.
- Big picture thinker with a **Customer First** and results oriented mind set.
- Strong written and oral communication skills with the ability to write for a range of audiences.
- Ability to make sound commercial decisions in a busy environment.
- Ability to multi-task with the capability to pivot where necessary.
- Demonstrated experience in using customer data to inform future decision making.
- Strong digital literacy, with experience using integrated platforms to drive customer-centric outcomes
- Demonstrated experience developing and delivering customer focused strategy in a multi-stakeholder environment, with a focus on collaboration and innovation.
- A self-motivator who takes initiative when faced with a challenge.
- Demonstrated ability to positively influence organisational culture.
- Experience in conflict resolution and problem solving.
- Outstanding communication and presentation skills.
- Proven experience implementing best-practice marketing principles, with the demonstrated ability to learn and apply new approaches to drive strong outcomes.

In the role you will

Accountabilities:

- Lead, motivate and inspire a high performing team with a people first focus, which includes:
 - inspiring a clear sense of purpose in the team, continuously improving team engagement
 - providing strategic direction and opportunities for growth for members of the marketing team
 - empowering direct reports to manage and drive success in their people and areas
 - developing of knowledge and skills required for each team member to succeed in their role
 - developing a customer first culture
 - establishing and refining processes for work and communication flow through the marketing team, with an emphasis on collaboration
 - contributing to the development of key performance indicators and ROI metrics to benchmark and track success
 - supporting and approving the development of campaign strategies and tactics for direct reports
 - supporting and managing team challenges / performance issues in a timely manner
 - managing the Marketing Services budget with support from the Director, Customer Engagement

- Develop and implement strategic campaigns for select events and experiences and the Arts Centre Melbourne brand that drive strong commercial outcomes and achieve revenue and/or engagement targets, which includes:
 - delivering against Corporate & Strategic Plan objectives
 - working with the Programming teams to assess the viability of proposed events against commercial and engagement benchmarks
 - managing campaigns end-to-end, including strategy, media booking, development of creative assets and reporting
 - articulating clear campaign and project briefs complete with accurate forecasts and mechanisms for continuous improvement
 - using customer voice, insights and trends to drive all decision making
 - ensuring campaigns and projects are delivered to deadlines and within budget

- As a Leader in the CX Team, collaborate on the implementation and review of Arts Centre Melbourne's overall Customer Vision & Strategy and broader organisational initiatives as required:
 - championing innovation and supporting initiatives that achieve an integrated customer-centric experience
 - inspire and lead strategic planning on audience development in close collaboration with the programming team
 - contributing to project working groups for Reimagining Arts Centre Melbourne

Decision making:

- Under broad direction from the Director, Customer Engagement, be required to operate autonomously and make tactical decisions under pressure to achieve the accountabilities.
- 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 relationships with presenters and customers.

Working environment/physical requirements:

- Undertake general office work with a strong emphasis on the use of computers and digital technology.
- May be 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.
- Be required to be on site/attend events outside work hours from time to time.
- Work hours in accordance with your employment type and the ACM Enterprise Agreement 2018.

You demonstrate our values

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

Last reviewed July 2019