



DIGITAL MARKETING COORDINATOR

Position Description

The Pillar

The Destination & Audience pillar 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 Marketing, Food & Beverage, Strategic Communications, Car Park, Retail and Visitor Experience.

The Marketing team creates and connects customers to life-enriching shows and experiences. Through compelling campaigns and seamless digital experiences, the team attracts and engages existing, new and diverse customers with our brand, artists, products and services.

The Role

The purpose of this role is to effectively and efficiently facilitate the delivery of Arts Centre Melbourne’s online marketing and communications strategies, including website content, direct email marketing, SMS communications, search advertising, data insights and reporting.

Type	Full-time
Reports to	Digital Marketing Manager
Salary/Hourly Rate	ACM Enterprise Agreement 2022 Band 3.1
Key Relationships	<i>Internal:</i> Campaigns, Content, Design, Data & Insights, IT, Ticketing, Customer Service, Visitor Experience, Programming, Presenter Services, Strategic Communications, Philanthropy, Partnerships, People <i>External:</i> Digital Agencies, Creative Agencies, Partners, Suppliers
Delegation	Financial and people delegations as per current policy
Location	Arts Centre Melbourne premises (subject to potential relocation)
Other	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

- Minimum three years' experience working in digital and/or content marketing communications
- Experience updating and managing website content and media assets
- Experience undertaking end-to-end email marketing communications (build, send, report)
- Experience using a range of digital marketing technology, and the demonstrated ability to learn and apply new technology within a reasonable timeframe
- Experience managing search engine marketing (Google Ads)
- Photoshop or image editing skills
- HTML knowledge
- Experience with the Sitecore CMS and Prospect2 platforms highly regarded

Your skills and attributes

- Coordinating experience in a fast-paced office environment
- Effective written and oral communication, including proof reading and editing
- Experience supporting internal and external stakeholders on digital marketing activities
- Ability to work within specific process guidelines
- Ability to plan and organise work in a timely manner
- Ability to work autonomously and problem solve where required
- Excellent attention to detail and ability to work to strict deadlines

In the role you will

Accountabilities:

- Coordinate the planning and delivery of Arts Centre Melbourne's digital marketing services:
 - Work with the Digital Marketing Manager to execute digital marketing campaigns and projects
 - Manage search engine advertising campaigns, including publishing, monitoring and reporting
 - Liaise with Marketing, Insights and Ticketing teams on campaign launches and promotions
 - Formulate plans and tactics to increase online engagement and database growth
 - Facilitate improvements to online process and procedures to further support success of business goals and operations
 - Oversee the online promotions calendar for website, survey and EDM marketing
 - Manage purchase orders for digital marketing campaigns and projects
 - Learning and developing skills across new software where applicable.
- Building and publishing online event and brand content for digital marketing content:
 - Building email marketing communications in both Dreamweaver and email platform builder
 - Building and publishing website event and content pages within CMS templates
 - Scheduling SMS communications to support customer communications
 - Proof reading, copy editing, image resizing, and utilising HTML to formatting needs
 - Liaising with internal teams and stakeholders to ensure content and assets meet guidelines.
- Management of digital platforms including quality assurance maintenance:
 - Share accountability for the quality, accuracy and performance of digital platforms
 - Format content, upload copy and image assets into the content management system
 - On-going maintenance of platforms including broken links, spelling errors, accessibility requirements and metadata copy
 - Remove outdated content items and fulfil regular online archiving
 - Identify digital platform issues and initiate improvements or escalation if required.
- Provide digital marketing analysis that delivers insights to improve investment or approach:
 - Campaign analysis with oversight from the Digital Marketing Manager
 - Reporting on digital platform performance by compiling accurate reports and statistics

- 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 presenters and promoters
 - Positive relationships built with internal stakeholders and team members
 - Projects are completed on time and objectives met.

Decision making:

- Under direction of the Digital Marketing Manager, be responsible for the delivery of specified projects and tasks to support marketing initiatives. A degree of autonomy will be required to complete daily tasks.
- Successfully prioritise workload and tasks assigned. Be required to balance the often-competing enquiries and immediate demands of internal and external stakeholders.
- Resolution of project or work activity is undertaken with a level of judgement and assessment in determining approach.

Systems:

- Sitecore CMS, Prospect2 email marketing software, Survey Alchemer, Google products including Adwords, Analytics, My Business, Monsido web quality assurance.

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**
- **Creativity**
- **Accountability**
- **Equity & Inclusion**

Last reviewed July 2024