

TITLE	MARKETING COORDINATOR
Reports to	CEO
Works with	Creative Director, Marketing Consultant (Project-Based), Partnership Manager, Ticketing Coordinator
Hours	Full Time
Location	Claremont, WA

ROLE PURPOSE

The Marketing Coordinator role is a fantastic opportunity for an aspiring marketing or communications practitioner on their journey to an arts marketing manager. The position is a significant contributor to Perth Symphony’s rapidly growing footprint, working closely with the CEO, Creative Director (CEO/CD) and Partnerships Manager. The Marketing Coordinator will bring PSO’s vision to life through digital and print platforms, form new partnerships with organisations that align with programs and connect new audiences with PSO’s special brand of *Music for Everyone*. The Marketing Coordinator will work closely with the Ticketing Coordinator for major events, understand a wide variety of music solutions, and incorporate PSO’s personality of *Fun, Fresh and Fearless* into all communications.

KEY FUNCTIONS AND ACCOUNTABILITIES

STRATEGY AND EXECUTION	MARKETING AND COMMUNICATION
	<ul style="list-style-type: none"> Execute the marketing and communication strategy across all relevant channels, in consultation with CEO/CD, Conceptualise and execute on multi-channel campaigns, ensuring the alignment of communications and messaging across all channels and ensure relevance for target audience, Develop and deliver copy and content relevant for each marketing campaign, Liaise with external designer and manage the delivery and quality of all marketing collateral for PSO, ensuring brand and performance relevance are achieved.
	DIGITAL
	<ul style="list-style-type: none"> Execute the digital marketing strategy and content across online socials and website, Coordination of organic SEO and paid Google AdWords advertising, Oversee the PSO website and platform; <ul style="list-style-type: none"> Ensure the website is up-to-date and accurate; maintain close communication with team to ensure new content is captured and promoted on the website, Design and develop website content, both by way of written and visual elements that create an excellent User Experience. Ensure maintenance of website content and updates are continually reviewed with PSO’s Website Partner. Increase brand awareness and market share via relevant channels,

PUBLIC RELATIONS

- Work with Marketing Consultant to create social media strategies and campaigns for the promotion of performance and other projects.
 - Foster relationships both internally and externally (including musicians) to create effective content and ensure appropriate promotion of PSO.
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- Work with Marketing Consultant to positively position PSO in the market and drive successful PR outcomes,
 - Deploy PR strategy including identification of relevant topics and opportunities to gain PR coverage,
 - Coordinate management response to requests for media commentary,
 - Develop and refine press releases.

**BRANDING AND
CONCERT
ACTIVATION**

- Maximise effectiveness of existing campaigns, diversifying offerings to target new markets.
- Coordination of concert programs including liaising with all departments to ensure accuracy of all information and pagination
- Coordination of photographers and videographers to document PSO performances and community engagement activities
- Work with producers and presenters to secure imagery and copy for external shows.
- Monitor team compliance with PSO brand guidelines
- Collaborating with external organisation to form strategic marketing partnerships that will help to drive ticket sales and/or achieve other strategic activities in consultation with CEO and CD. Management of program timeline to ensure print deadlines are met to enable effective distribution (printed programs)

**BUDGET
OVERSIGHT**

- Work to marketing budget in accordance with revenue targets and forecasting set in consultation with CEO,
- Prepare Marketing Reports and other commercial internal and external reports as required,
- Prepare marketing insights and reporting data for Executive and Board meetings,
- Execute on budget plans and deliverables ensuring adherence with PSO's finance protocols.

**REPORTING AND
ANALYTICS**

- Oversee Database management and use initiatives for new data collection,
- Utilise Culture Counts and other platforms to analyse evaluation outcomes, customer insights, trends, market analysis and marketing best practices for successful marketing strategies,
- Report on all relevant KPI's pertaining to marketing, communications, social media, website and PR,
- Track website traffic and understand demographics to tailor and align the strategic vision to the relevant audience and target markets,

TEAM DELIVERY

- As a member of the PSO team foster and build relationships with the internal team, Board, and community partners/supporters that can influence and encourage increased growth opportunities.
- Deliver all marketing launches and assist company functions as required,

QUALIFICATIONS, ATTRIBUTES AND CAPABILITY

QUALIFICATIONS	Tertiary qualification in Marketing and/or Arts Management
ATTRIBUTES	<ul style="list-style-type: none">• Perseverance• Tech-savvy• “Can-do” attitude• Authenticity• Responsibility
CAPABILITY	<ul style="list-style-type: none">• Previous marketing experience preferred.• High level proficiency with digital marketing- online, social media, web campaign delivery.• Strong project management, multitasking, and decision-making skills,• A flare for creativity, our marketing programs must reflect our personality, Fun Fresh Fearless• Understanding and passion for performing arts and music industry• Proficiency in Adobe Creative Suite or Canva is desirable

VALUES

STAND UP, BE BOLD	We are brave and fearless, open to new ideas and not afraid to speak up and break the rules. We share a sense of fun that inspires a belief that anything is possible.
LIVE TO INSPIRE	We act with passion and pride to create high quality, ground-breaking and memorable musical and cultural experiences for everyone.
MAKE IT HAPPEN	We are motivated, agile and adventurous. We lead, embrace and adapt to change with a fierce determination.
EVERYONE MATTERS	We embrace, respect and welcome everyone and their ideas. We act with integrity, treat people equitably and in a way they feel heard and valued. We reflect the spirit of WA and its people through our actions and activities.
TOGETHER AS ONE	We actively build authentic and meaningful relationships and partnerships, embracing opportunities to work together in new ways. We are one team that supports and encourages the unique contribution that everyone brings.

COMPETENCIES

- **LEADERSHIP** – can lead by example demonstrating appropriate behaviours and attributes in line with core values of self and company. Holds self to account and can lead teams by engagement and demonstrated knowledge.
- **BUSINESS AWARENESS** – knows what the company does and is aware of external market factors that will benefit or hinder growth targets. Solid understanding of commercial environments and understands the importance of customer satisfaction and shareholder value.
- **COMMUNICATION** – able to communicate information and ideas clearly and articulately and anticipates the information that others will require. Uses the appropriate language, style and methods depending on the audience and the purpose of the communication.
- **SOLUTIONS FOCUSED** – can identify and assess problems and quickly provide creative and tactical solutions. Ability to assimilate relevant information quickly and easily and constantly evolve with ever changing markets and external factors.
- **RESILIENT** – measured confidence to take on demanding work or put forward views when they may be challenged. Handles competing demands. Overcomes setbacks. Welcomes and learns from criticism.
- **ANALYTICAL AND DATA MINDSET** – ability to collect data from multiple sources, analyse the data to depict trends and form insights to understand gaps in market and market opportunities.
- **CONTINUOUS INNOVATION** – deploys programs that capture omni-channel feedback along the customer journey, identifies key satisfaction drivers, and uses those insights to improve the customer experience.