

<b>TITLE</b>	<b>MARKETING MANAGER</b>
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Reports to	CEO
Direct reports	N/A
Location	Cottesloe, WA

## ROLE PURPOSE

The Marketing Manager is an integral role for Perth Symphony Orchestra (PSO), one that is a significant contributor to Perth Symphony Orchestra’s (PSO) dynamic growing footprint. Working closely with the key stakeholders of the business, namely, CEO, Creative Director and Business Development Manager (BDM), the Marketing Manager will be responsible for bringing the strategy of PSO to life through their digital and print platforms as well as managing the ticketing for major events. The Marketing Manager will understand the different music solutions, incorporating PSO’s personality of *Fun, Fresh and Fearless*, into every new campaign, making PSO’s brand more accessible and known as *music to everyone*.

## KEY FUNCTIONS AND ACCOUNTABILITIES

<b>STRATEGY AND EXECUTION</b>	<p><b>MARKETING AND COMMUNICATION</b></p> <ul style="list-style-type: none"> <li>• Develop and execute marketing and communication strategy across all relevant channels, in consultation with PSO Executives</li> <li>• In partnership with Executives and the Business Development Manager, set strategic objectives that will support and enable growth of current revenue streams by delivering marketing strategies that are creative, specified, targeted and measured</li> <li>• Conceptualize and execute on multi-channel campaigns across the prospect and client lifecycle, ensuring the alignment of communications and messaging across all channels and ensure relevant for target audience</li> <li>• Develop and deliver copy and content relevant for each marketing campaign</li> <li>• Design and manage the delivery and quality of all marketing collateral for PSO, ensuring brand and performance relevance are achieved.</li> </ul>
	<p><b>DIGITAL</b></p> <ul style="list-style-type: none"> <li>• Design, execute and manage the digital marketing strategy and content across online socials and website</li> <li>• Management of organic SEO and paid Google AdWords advertising</li> <li>• Manage the PSO website and platform;             <ul style="list-style-type: none"> <li>○ Ensure the website is up-to-date and accurate; maintain close communication and check-in’s with Executive to ensure new content is captured and promoted on the website</li> <li>○ Design and develop website content, both by way of written and visual elements that create an excellent User Experience.</li> </ul> </li> </ul>

- ensure maintenance of website content and updates are continually reviewed with PSO’s Website Partner.
- Increase brand awareness and market share via relevant channels
- Create social media strategies and campaigns for the promotion of PSO performances and other projects
- Foster relationships both internally and externally (including musicians) to create effective content and ensure appropriate promotion of PSO is delivered via personal branding mechanisms.

**PUBLIC RELATIONS**

- Work with a dedicated PR partner to positively position PSO in the market and drive successful PR outcomes
- Design and deploy PR strategy including identification of relevant topics and opportunities to gain PR coverage
- Respond to requests for media commentary
- Request and approve press releases.

**BRANDING AND MARKET SEGMENTATION**

- Enhance the unique position of the PSO brand, expand its reach, diversify its offering and target new markets and customers
- Partner with the Business Development Manager to identify and design market segmentation approach; develop and pursue branding and promotional initiatives under each segmentation
- Review return on investment for each branding initiative and provide recommendation for enhancement and optimisation
- Gather consumer data and analyse consumer behaviours to enable effective future branding and market segmentation strategies
- Partner with the Business Development Manager on the development and positioning of PSO products and collateral, ensuring relevancy to clients.

**BUDGET MANAGEMENT AND REPORTING**

- Develop and Manage 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 key insights and reporting data for Executive and Board meetings, including ticketing reports, marketing initiative updates, return on investment and new go-to-market strategies
- Manage and execute on budget plans and deliverables ensuring compliance with PSO’s finance protocols
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**REPORTING AND ANALYTICS**

- Oversee Database management and use, initiatives for new data collection
- Analyse customer insights, consumer trends, market analysis and marketing best practices to design and execute 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 senior team, foster and build relationships across the PSO internal team, Board, and community partners and supporters that can influence and encourage increased growth opportunities and showcase PSO’s unrivalled product agility and creative offering
- Manage and deliver all marketing launches and appropriate company functions as required
- Contribute to all event planning and execution, including delivery of all event marketing collateral

## QUALIFICATIONS, ATTRIBUTES AND CAPABILITY

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### QUALIFICATIONS

Tertiary qualification such as Marketing and Management

### ATTRIBUTES

- Perseverance
- Tech-savvy
- Curiosity
- Authenticity
- Responsibility

### CAPABILITY

- Proven experience developing marketing plans and campaigns
- Proven stakeholder management skills, small business ability with large business mindset and ability
- Strong project management, multitasking, and decision-making skills
- Metrics-driven marketing to enable measurement of ROI
- High level proficiency with digital marketing- online, social media, web campaign delivery
- A flare for creativity - be able to display the good to the community through music.
- Understanding and passion for performing arts and music industry, exhibiting that passion with every client and partner engagement.

## VALUES

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- **M** – Motivated
- **U** – Unwavering
- **S** – Supportive
- **I** – Inclusive
- **C** – Collaborative

## COMPETENCIES

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- **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. Stays calm in a crisis. 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.