

CARRIAGEWORKS

POSITION DESCRIPTION

POSITION TITLE	Digital Marketing Coordinator
BUSINESS UNIT	Partnerships & Communication
REPORTS TO	Head of Marketing
STAFF REPORTING TO	Nil
HOURS	Full Time
DATE	Dec 2017

PURPOSE OF POSITION

Carriageworks is Australia's leading contemporary multi-arts precinct – a place of collaboration, creativity and cultural relevance. Through the delivery of its Artistic and Major Events Program, Carriageworks will attract 2 million visitors per annum by 2021. Carriageworks is recognised nationally and internationally for commissioning high quality, immersive experiences. The program is ambitious, risk-taking and artist-led, and emerges from a strong commitment to social and cultural diversity.

The Digital Marketing Coordinator will work with the Head of Marketing to drive digital engagement and growth. You will be an enthusiastic digital marketer with a sound understanding of all digital channels. As an exceptional creative writer and digital storyteller, you will play a critical role in shaping the Carriageworks' story and amplifying the voice of the brand. With a particular focus on social media, you will be responsible for content planning, paid social campaigns, community engagement and management. You will also coordinate email marketing and web content as key duties.

KEY RESPONSIBILITIES

SOCIAL MEDIA

- Implement strategies to grow and engage audiences across all social media channels
- Devise and implement targeted social media campaigns to achieve set-objectives
- Develop, maintain and implement the social media content plan
- Directly manage online communities and facilitate a dynamic, responsive online profile for Carriageworks

COPY AND CONTENT

- Primary creative writer for all social, email and the web
- Contribute to the planning and creation of all forms of digital content, including video and photographic content, in collaboration with the Head of Marketing

EMAIL

- Co-ordinate the planning, creation and distribution of email communications including the monthly e-newsletter
- Assist the Head of Marketing to plan email strategies to deliver customer retention, loyalty and revenue targets
- Ensure the database is segmented effectively; generate e-lists for marketing and fundraising campaigns
- Maintain the database and ensure that all data capture, storage and reporting procedures are upheld
- Identify opportunities for acquiring new email subscribers via onsite activations, competitions, social media campaigns and other online channels.

WEB

- Day-to-day management of the Carriageworks website, including content management, scheduling, testing, tagging and tracking
- Apply best practice principles across the website as related to user experience, SEO and content optimisation
- Work with Head of Marketing and our Search Agency to ensure all SEO and SEM activity is optimised and achieving targets
- Assist any web development projects, from scoping, briefing, testing, through to delivery

TRACKING AND REPORTING

- Manage the analytics and tracking for all digital channels including social, web and email
- Produce, analyse and disseminate monthly digital reports covering web, social, email and video activity
- Monitor digital trends and assist in the research, development and implementation of new initiatives

KEY PERFORMANCE MEASURES

- Quality of working relationships and contribution to a positive team environment
- Demonstrated commitment to creativity and innovation
- Engagement and growth targets across social, web and email
- Ticket sales against budgeted targets

KEY INTERNAL RELATIONSHIPS

- Head of Marketing
- Partnerships and Communication Team
- Director, Partnerships & Communications
- Director, Carriageworks
- Artistic Program Team
- Business Development Team

KEY EXTERNAL RELATIONSHIPS

- Resident Companies and Presenting Partners
- Creative Contractors: videographers, photographers, designers
- Media Partners
- Search Agency
- Web Developers

YOU WILL HAVE

- Exceptional creative writing skills for digital channels
- A natural flair for social media with in-depth knowledge of the latest platforms, tools and best practices
- A good understanding of the full digital channel mix, encompassing functionality, content principles and analytics
- Exceptional organisational skills and the ability to manage multiple tasks
- A creative eye and an instinct for great content
- Strong analytical skills with the ability to draw insights from data
- Excellent interpersonal and communication skills
- Excellent attention to detail
- A passion for the arts and culture
- A passion for digital with high awareness of digital trends and technology

ESSENTIAL CRITERIA

- Experience writing digital content with a strong and consistent tone-of-voice to engage audiences and drives sales
- A track record of creating and implementing innovative social media campaigns
- A track record of developing and managing a content calendar for digital channels
- Hands-on experience managing online communities
- Hands-on experience working with website content management platforms and email platforms
- Experience managing and analysing web, email and social media analytics
- Experience preparing digital reports and sharing key insights with stakeholders
- A flexible approach to working hours, including the capacity to work evenings and weekends as required
- Degree in marketing, communications or a related discipline

WE CAN OFFER YOU

- A base salary of \$55,000-\$60,000 plus 9.5% superannuation
- An opportunity to join the largest and most significant contemporary multi-arts centre of its kind in Australia
- A workforce that celebrates social and cultural diversity
- Inspiration in abundance. The chance to meet and work with artists, creative companies and a passionate team