



Digital Marketing Manager

About us

Queensland's premier arts festival, Brisbane Festival heralds the promise of play and celebration as it lights up the city each September in a blaze of pink.

We create extraordinary art, taking up residence throughout the river city, atop iconic landmarks and deep into the suburbs. We host captivating live performances and installations from home and across the world. Our Festival reflects the diverse communities that give Brisbane its unique voice. We invite audiences to Be Bold with us, to expect art unexpected with open hearts and minds; to be entertained, inspired and amazed.

Our artists, people and partners are ambitious and agile dreamers who make the impossible possible through passion, hard work and care.

Position Summary

The Digital Marketing Manager is responsible for leading the development and implementation of Brisbane Festival's digital strategy to build awareness, drive revenue growth and increase engagement across the Festival's channels.

The role will commence March 2022 on a two-year fulltime fixed term contract.

Reporting

Reports to: Marketing and Communications Director

Positions reporting to role: Digital Marketing Specialist

Communication

In respect to internal and external relations the Digital Marketing Manager shall:

- Liaise with the the Leadership Team and appropriate staff members to support the development and implementation of the marketing plan;
- Liaise with digital and media agencies, and any other relevant external suppliers and stakeholders;
- Provide the Marketing and Communications Director with relevant information for reporting to internal and external stakeholders as required.

Roles and Duties

Working as a key member of the marketing team, the Digital Marketing Manager will develop and execute highly effective digital strategies to increase attendance and audience engagement. Duties will include, but not be exclusively limited to the following:

- Develop and implement the Festival's multi-year digital strategy in consultation with the Marketing and Communications Director;
- Research and develop best practice digital and innovation concepts to enhance Brisbane Festival's capabilities, enhance the customer experience and drive marketing outcomes;

- Develop and execute compelling digital marketing campaigns to support the marketing strategy;
- Manage CRM and EDM strategy and systems, maintaining data quality, developing audience segmentation, and promoting best practice;
- Leverage owned channels to inspire conversion, drive sales and grow the community across all owned platforms;
- Optimise brand visibility, navigation and conversion opportunities;
- Measure effectiveness of campaigns to drive sales and database growth and maximise ROI;
- Monitor metrics and develop, analyse and report on key insights to make meaningful decisions and adapt strategy in response;
- Lead the social media engagement strategy (owned, earned and paid) collaborating with and coaching the Digital Marketing Specialist, and monitor and maintain Brisbane Festival's social media platforms;
- Liaise with the Ticketing Manager, ticketing agencies and the Marketing and Communications Director to deliver eCommerce ticket sales and promotions;
- Ensure sponsor deliverables across digital and social channels are met;
- Assist in defining and shaping the digital aesthetic for the Brisbane Festival brand;
- Integrate technologies into the website and other customer-facing digital experiences, maintaining, updating and identifying improvements and new trends, technologies and applications.

Stakeholder Management

- Work closely with Producers to facilitate campaign requirements;
- Liaise with other internal departments including Partnerships and Engagement, and Philanthropy to manage their marketing and communications needs and ensure delivery within agreed timelines.

Administration

- Manage the Digital Marketing budget in line with the strategic marketing plan;
- Meet deadlines and maintain accurate and up-to-date records for timelines and marketing campaign planning and deliverables, purchase orders and invoice reconciliation, marketing data collection, reporting templates and monitoring tools;
- Prepare post-event marketing reports for sponsors and strategic marketing partners;
- Other tasks as required to fulfil the role.

Systems

- Utilise the organisation-wide systems in accordance with policies and procedures provided;
- Assist the Marketing and Communications Director and the Ticketing Manager with the implementation of ticketing services;
- Evaluate organisational CRM systems and provide recommendations on potential improvements.

WHS

- Take an active role in effectively implementing Brisbane Festival's WHS policy.

Selection Criteria

Essential

1. 5+ years of digital marketing experience, including at a senior level in an event-based environment.
2. Tertiary qualifications in digital marketing or related field.
3. Extensive experience in building highly engaged social communities across platforms and delivering successful integrated event marketing strategies.
4. Ability to balance strategy with execution and work at a fast pace to get the job done.
5. High attention to detail and time management skills to determine priorities and meet deadlines.
6. Excellent written and verbal communication skills, including well developed influencing, negotiating and stakeholder relationship skills.
7. Skilled user of marketing technology, with an understanding of web architecture and customer experience design, including: CRM, EDM and CMS platforms; Google Analytics, Tag Manager, Search Console and cloud services; automation and system integrations.
8. Experienced in digital campaign setup, tracking, delivery and measurement across multiple platforms.

Desirable

1. Adobe Photoshop skills and other Creative Suite tools.
2. Experience in a festival environment.

HOW TO APPLY

Please apply via our [online application form](#) only. Address your application to: Karen Soennichsen, Marketing and Communications Director. For enquiries contact: karen@brisbanefestival.com.au.

Please provide your CV including at least two referees, as well as a statement indicating how you meet the selection criteria listed. A cover letter is optional.

Short-listed applicants should be available for interview in early February 2022. All applications are strictly confidential.

Brisbane Festival is an equal opportunity employer committed to diversity in the workplace. Our vision is to have a team which reflects the breadth and diversity of Brisbane's population. Aboriginal and Torres Strait Islander People, LGBTQIA+, culturally and linguistically diverse applicants and people with a disability are encouraged to apply.

APPLICATIONS CLOSE 14 JANUARY 2022.

Privacy

The following is extracted from our Privacy Policy. If you wish to view the entire policy, please request a copy via the email address above.

3.3 Information for job applicants (including volunteers)

3.3.1 collection of your personal information

If you are applying for a job with us, you may be required to provide us with certain personal information, including your:

Name; Residential address; Postal address;
Telephone numbers; Email address;
Employment history; Educational background.

in person, over the telephone, by fax or email,
as part of, or in relation to, your job
application.

In considering your information, we may also
collect information about you from the
referees you nominate in your application.

3.3.2 Use of your personal information

We will only use your personal information for
the purposes of considering your application
and, if successful, your employment.

3.3.3 Disclosure of personal information

In considering your application, it may be
necessary for us to disclose some of your
personal information to third parties in order
to verify the accuracy of that information. We
will disclose only such information as is
necessary in the circumstances.