

Marketing Manager

ROLE DESCRIPTION

TITLE	Marketing Manager
HOURS	38 hours per week
SALARY	\$60,000 plus superannuation
REPORTS TO	Chief Executive Officer
KEY RELATIONSHIPS	CEO, Guest Artistic Director, Administration Manager, Head of Production, Development Manager, Publicist, Creative Agency, Volunteer Coordinator, media and marketing suppliers, partners and stakeholders
DIRECT REPORTS	Marketing volunteers and interns

KEY RESPONSIBILITIES

Strategic Leadership & Implementation

- Develop, implement and evaluate an annual strategic marketing and communications plan to promote UPLIT's activities, grow audiences and achieve ticket sales to annual budget targets in collaboration with the CEO & Guest Artistic Director;
- Develop and implement ticketing and sales strategies to sales targets, ensuring strict adherence to sales and service policies;
- Work with contractors, interns and support staff to deliver marketing campaigns, including the timely production and delivery of advertising, signage and promotional collateral across all programs;
- Oversee the development and delivery of UPLIT's digital identity and social media strategies including Facebook, Twitter, Instagram, website, EDMs and other channels as identified;
- Provide strategic advice to the CEO and support for the development and implementation of UPLIT's market research and audience development strategies in consultation with UPLIT Team regarding audience segments and program opportunities;
- Manage UPLIT's marketing and communications budget, in consultation with the CEO;
- Provide scope and strategic advice on external profiling opportunities for UPLIT and its associated brands;
- Maintain knowledge of changing marketing and communications trends, new technologies, and tools;
- Maintain database of key suppliers, industry contacts and media for the Marketing Department;

Customer Service, Ticketing & Box Office

- Report on and develop UPLIT's audience and potential customer segments through the management and analysis of ticketing, sales and customer data;
- Manage and oversee e-ticketing systems in consultation with the Administration Manager, including event builds, web integrations, consistent reporting processes, and best practice customer security and communications;
- Oversee high-level marketing stakeholder care, media opportunities and event accessibility in consultation with the Development Manager, CEO, Guest Artistic Director and Publicist;
- Overseeing consistent and high level of customer service across all available touchpoints of the organisation year-round.

Brand, campaigns and UPLIT platforms

- Support the delivery of strategic media and marketing partnerships in collaboration with the CEO, Guest Artistic Director and Development Manager;
- Manage the production of Brisbane Writers Festival and Word Play program brochures and other associated print and digital collateral including overseeing design, content, production and distribution;
- Oversee and monitor all UPLIT platforms including website, EDM, and social media;
- Manage the creation and distribution of EDMs including sourcing and creating content adhering to brand culture and message;
- Oversee implementation of digital strategy and support teams to ensure adherence to brand and message;
- Support the Publicist to implement publicity campaigns to increase reach of UPLIT campaigns;
- Develop and implement communications risk management plans as required;
- Implement and maintain processes to protect and develop UPLIT's brands.

Events

- Provide marketing and communication support at events including customer service support, FOH support, and the delivery of live social media content;
- Ensure timely communication of updates and changes to events to customers with strict adherence to customer service policy and processes.

Team Management & Collaboration

- Oversee the rostering and performance of interns and volunteers assigned to Marketing with the Volunteer Coordinator;
- Work with the Content and Engagement Team to ensure timely delivery of program content and provide advice on marketing opportunities around content;
- Support the Development Manager to build partnerships and leverage marketing opportunities with Partners and Supporters;
- Support the CEO, Guest Artistic Director and Development Manager to deliver strategic communications to increase philanthropic support.

Evaluation and Reporting

- Prepare reports, budget reviews and updates to the CEO and Board as required;
- Track and report on return on investment on marketing strategies and tactics.

Other

- Attend meetings, receptions and events as an UPLIT representative as required;
- Adhere to and demonstrate UPLIT's brand values and code of conduct.

The Person

UPLIT is offering an outstanding marketing professional with experience in creating and driving successful, strategic marketing campaigns to sales targets, the opportunity to manage and deliver the marketing and creative direction of UPLIT's literary programs including its signature event, Brisbane Writers Festival.

Key characteristics

- Creative and strategic thinker, with the ability to develop and implement innovative and effective long-term plans and ambitions;
- Outstanding project management skills including event logistics, communications, campaign deliverables and sales data;
- Strong relationship management skills with the ability to lead and engage with diverse collaborators and stakeholders;
- Collaborative approach with ability to manage small to medium-sized teams;
- Belief in the agency of literature to transform communities and individuals.

Attributes

- Educated to tertiary degree level with at least five years' experience in relevant positions delivering successful strategic marketing and audience development outcomes;
- Expertise in developing digital marketing strategies across multiple platforms to reach, engage, convert and grow target audience segments;
- A solid knowledge and understanding of current marketing trends and target audience engagement;
- Highly developed organizational skills, work flow control, and prioritization;
- IT proficiency (UPLIT works with various online systems including MS Office, Office365 and online databases and record keeping systems);
- A comprehensive understanding of UPLIT's programs including artists and venues (once employed).

Selection Criteria

- Demonstrated understanding of sales strategies, active promotions, up-selling while developing and maintaining positive customer relationships;
- Demonstrated ability to collaborate with and support intersecting priorities of various departments to ensure a successful campaign delivery while maintaining strong self-motivation and initiative;
- Demonstrated ability to manage complex projects with multiple deadlines and stakeholders inclusive of print and digital production;
- Demonstrated experience in implementation and evaluation of marketing campaign delivery (including multiple events, co-marketing strategies, and festival experiences);
- Demonstrated experience managing implementation of online sales platforms and website integration to drive sales.

Desired: Experience in arts/cultural environments. High-level writing and content creation skills.

Application Process

To apply for this role, please email the following to the General Manager, Tanya Reason

tanya.reason@uplit.com.au:

1. A covering letter addressing the selection criteria and your appropriateness for the role
2. A current resume
3. Contact information for 2 referees (name, title and organisation, relationship to the applicant and contact phone number and email address)

The closing date for application is Friday 23 February 2018. We expect to interview candidates during the week beginning 26 February 2018.

All short-listed candidates will be contacted by phone or email. We regret that we are unable to reply to unsuccessful applicants.

Thank you for your interest in working with UPLIT. We look forward to receiving your application.