

TITLE:	MARKETING AND CONTENT MANAGER
REPORTS TO:	GENERAL MANAGER
EMPLOYMENT:	PART-TIME - 3 DAYS/WEEK (0.6 FTE)
DIRECT REPORTS:	NONE
LOCATION:	ZETLAND, NSW
SALARY RANGE:	\$50,000 – \$70,000 / PA (PRORATED)
DEADLINE:	APPLICATIONS MUST BE RECEIVED BY FRI 26 JANUARY 2024

Please note, applicants for this role will be reviewed progressively as they are received and applications may close earlier than advertised should the position be filled. We encourage you to submit your application as soon as possible to avoid disappointment.

The **Marketing & Content Manager** is responsible for contributing to Omega Ensemble's strong and reputable public brand, promoting the National Concert Season as well as the Ensemble's important artistic, professional development, mentorship and community programs.

Creative, strategic and highly-motivated, the Marketing and Content Manager will be results-driven and have outstanding organisational and project management skills, as well as exceptional attention to detail.

Working collaboratively with the Ensemble's artistic and production teams, as well as with external stakeholders, partners and suppliers, this position involves a broad range of responsibilities including executing strategic marketing campaigns, maintaining systems and processes, identifying new market opportunities, and providing regular and accurate reporting.

ROLES AND RESPONSIBILITIES

MARKETING

- Develop and execute effective marketing campaigns to promote the Ensemble's annual touring activities, as well as its professional development and community access programs.
- Develop creative brand campaigns and engaging storytelling to raise the national profile of the Ensemble and promote the impact of its work.
- Track campaign effectiveness to drive improved results, including increased ticket sales, audience attendance and participation in programs.
- Compile and distribute media kits, including media releases, marketing assets and content.

- Write engaging marketing copy and event descriptions ensuring accessible and contemporary language and using the Ensemble's tone of voice.
- Develop and execute a social media strategy including frequency and variety of content and optimised formats for each social channel.
- Regularly update and maintain the Ensemble's website ensuring accuracy, usability and accessibility.
- Maintain information on external event-listing, tourism and venues websites, and update/refresh information as required.
- Provide support to external marketing and publicity stakeholders, including adapting marketing assets to requirements (e.g. resizing images or editing event copy).
- Maintain and grow the Ensemble's CRM database (Salesforce) including building comprehensive marketing, publicity and cross-promotional contact and distribution lists.
- Manage analytics tools to track engagement and campaign effectiveness and provide regular reporting, as well as compiling additional reporting on request to support funding and board reporting.
- Identify and track market segments and identify new audience development opportunities.
- Contribute creative ideas and ongoing feedback on the organisational brand and marketing strategy, and research new approaches and trends for marketing, engagement and audience development.
- Manage and execute cost-effective marketing spend within overall project and organisational budgets, including tracking and reporting on spend against budget.
- Assist in securing publicity opportunities for key creatives, such as radio or press interviews.

CONTENT PRODUCTION

- Coordinate and manage documentation of the Ensemble's projects and programs, including engaging photographers/videographers for live events, as well as in-house production.
- Produce in-house content such as basic video-editing and graphic design within the Ensemble's brand style and assets.
- Support delivery of correct brand assets (such as logos, bios and imagery) for requests from internal and external stakeholders.
- Document the impact of the Ensemble's work, including through ongoing participant, performer and audience feedback, interviews and testimonials.
- Design creative and accessible Email Marketing campaigns, including optimising content for delivery and CTA.
- Assist with creation of materials to support funding applications and reporting (e.g. Impact Reports, project proposals).
- Work with the General Manager, Artistic Director and external agencies to coordinate seasonal publicity campaigns, including coordinating photoshoots, brochure design and production, writing event copy and proofing marketing materials.

OTHER RESPONSIBILITIES

- Collaborate effectively with other team members using key organisational tools, including accurate and up-to-date information.
- Participate in company meetings and strategic planning, including preparing presentations and reporting as required.

- Take a proactive role in enhancing processes and practices to ensure continual improvement, efficiency, timeliness.
 - Take a proactive role in improving the Ensemble's sustainability and environmental impact, including reducing waste and exploring effective alternatives.
 - Attend Ensemble performances and program activities to gain ongoing understanding of the Ensemble's work, impact and its audiences.
 - Develop strong industry connections and professional relationships across the arts sector.
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SELECTION CRITERIA

ESSENTIAL

- Excellent communication (written and verbal) and relationship management skills
- High level proficiency in the use of social media and online collaboration tools
- Strong organisational and project management skills, and high attention to detail
- High level proficiency with Microsoft Office and/ or Google Workspace tools
- An ability to work autonomously and to manage competing priorities
- Self motivated and focused when working in flexible office environments, such as shared offices, from home or remotely.
- Ability to analyse information to provide meaningful research and reports and continual improvement.
- A passion for the performing arts, and in particular classical music
- Must be Australian resident or permanent resident, or with current working visa

DESIRABLE

- A tertiary qualification in a relevant discipline, or equivalent professional experience
 - Experience managing and reporting with CRM databases, such as Salesforce
 - Experience using an email marketing service, such as Mailchimp or Campaign Monitor
 - Familiarity with website CMS systems, such as Wordpress or Squarespace
 - Experience using design software such as Photoshop, Illustrator, InDesign or Canva, and basic video editing.
 - Familiarity with classical music repertoire (including contemporary works) and/or a basic ability to read or understand musical scores
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ADDITIONAL INFORMATION

HOURS OF WORK

Office hours are nominally 9.00 AM to 5.00 PM, Monday to Friday. Due to the nature of the Ensemble's projects and public performances, an employee may be required to work evenings and on weekends.

LEAVE AND ENTITLEMENTS

An employee is entitled to four weeks (20 days) Annual Leave and 10 days Personal/Carer's Leave per annum, prorated.

WORKING ARRANGEMENTS

Omega Ensemble works from a shared office space with our colleagues Musica Viva Australia and other music organisations. Some work offsite, including at performance and rehearsal venues as well as possible regional or interstate travel, may be required.

The Ensemble supports flexible and remote working arrangements by agreement with an employee's manager. An employee approved to work from home or remotely may be required to attend the Ensemble's Sydney office and/or the Ensemble's events on a regular basis.

SALARY AND SUPERANNUATION

Salary will be negotiated with the preferred candidate based on skill and experience. Superannuation is paid at the Superannuation Guarantee (SG) rate, currently 11%.

SCOPE OF ROLE

This position description is intended to provide a broad view of role and responsibilities. Due to the varying nature of the Ensemble's projects, programs and activities, as well as the continued growth of the organisation, roles and responsibilities will naturally evolve. Omega Ensemble works in a small, adaptable and enthusiastic team, and an employee may be requested to support other team members in their roles on occasion and as required.

EQUAL OPPORTUNITY

Omega Ensemble is an equal opportunity employer. We believe that a team that reflects the diversity of Australian society allows the organisation to better meet its objectives, and all employees have a responsibility to contribute to the achievement of an equitable working environment. We aim to ensure that our recruitment and selection processes do not discriminate against race, disability, sexuality, age, gender, religious or non-religious beliefs, nationality or cultural background, or any other basis protected by the law.

ACKNOWLEDGMENT OF COUNTRY

Omega Ensemble works on the land of the Gadigal People of the Eora Nation. We acknowledge the traditional custodians of the many lands on which we tour, work and play, and honour their continued connection to country, culture, music and storytelling.

HOW TO APPLY

Applications should be addressed to the General Manager and emailed to jobs@omegaensemble.com.au.

Please include:

- Your current CV (max 2 pages)

- A short cover letter (max 1 page) addressing the position role and selection criteria.

Shortlisted candidates may be contacted for an interview online or in person. Unsuccessful candidates will be notified via email on completion of the recruitment process.

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ORGANISATIONAL OVERVIEW

Founded	2005
Our Mission	Classical music for a contemporary Australia
Our Vision	To be Australia's leading chamber music ensemble recognised at home and internationally for creating extraordinary musical experiences that connect classical music with contemporary perspectives and local stories.
Our Values	Relevance • Excellence • Collaboration • Innovation • Inclusivity
Leadership	David Rowden — Artistic Director and Founder David Boyce — General Manager
About Us	<p>Omega Ensemble champions extraordinary musical talent through high-energy and impactful performance, presenting its annual National Concert Season in metropolitan and regional cities. The Ensemble also frequently appears in national cultural festivals and collaborations and has twice toured to China.</p> <p>Earning accolades such as ‘the best chamber music outfit in town’ (Sydney Morning Herald) and ‘Australia’s most exciting and forward-thinking ensemble’ (Limelight), the Ensemble was previously Ensemble-In-Residence at Sydney’s City Recital Hall, has been nominated for Artist of the Year in the Limelight Awards, and received multiple nominations in the APRA/AMCOS Art Music Awards. In 2023, the Ensemble won Performance of the Year at the Art Music Awards.</p> <p>Alongside a commitment to cherish foundational chamber music repertoire, Omega Ensemble proudly stands at the forefront of new musical expression, collaborating with leading Australian and international composers, and regularly securing the Australian premiere of groundbreaking international works.</p> <p>Commissioning new Australian music also forms the foundation of the Ensemble’s community and professional development programs, presenting training and mentorship to the next generation of Australian talent, including the CoLAB: Composer Accelerator Program.</p> <p>Omega Ensemble is supported by the Australian Government through Creative Australia and the NSW Government through CreateNSW. Omega Ensemble is a proud professional member of Live Performance Australia (LPA) and the Australian Music Centre (AMC).</p>