



POSITION DESCRIPTION

Position: **Marketing & Digital Communications Coordinator**

Reporting to: Marketing Manager & Executive Director

The primary purpose of this position is to support the Marketing Manager and the Executive Director with implementation of successful strategies and activities for communications and promotions to our community, including audiences, sponsors, donors, industry professionals, students and performers.

Specific Duties Include:

1. Implement marketing plans to include direct mail, distribution of marketing collateral to venues, shops and educational institutions, advertising (print and radio), special offers and discounts, e-marketing and website updates.
2. Coordinate the development and production of marketing collateral, including concert programs (sourcing and coordinating content, advertising, and printing).
3. Be present at SOSA performances and events to coordinate box office, customer service desk or other duties as required.
4. Support the Executive Director in building a community to provide a resource of assistance, advocacy and support for the organisation through effective communication, including distribution of a regular e-newsletter.
5. Own and optimise digital engagement of multiple audiences through the delivery of effective campaigns, by leveraging website and marketing analytics, search engine optimization (SEO) and marketing (SEM) and leading the continuous development of content and communications for website, social media and electronic direct mail (EDM) and communications.
6. Maintain brand integrity across all marketing and communications activities and materials.
7. Additional office and administrative support duties as required.

Selection Criteria – Essential:

1. Demonstrated success in developing and implementing online marketing campaigns.
2. Committed and skilled at working in teams and assisting others to achieve positive outcomes.
3. Excellent IT skills, ability to learn new programs quickly and ensure data integrity. Experience with Wordpress, Mailchimp, Google Analytics, Google Tagwords and other analytics, experience

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with A/B testing tools, social media monitoring (e.g. Hootsuite), marketing automation tools (e.g. Marketo) and CRMs. A thorough understanding of Google Adwords, keywords and SEO.

4. Excellent oral and written communications skills, including proofreading and exceptional attention to detail.
5. Excellent research, planning and organisational skills.
6. A willingness to take on new challenges roles and responsibilities and adapt positively to changing working conditions.
7. Skilled at building rapport, understanding others needs and priorities proactively to deliver excellent results without directive supervision and developing effective working relationships.
8. Minimum 2 years' experience in a marketing or development support role.

Selection Criteria – Desirable:

1. Appreciation and knowledge of classical music and opera.
2. Tertiary qualification in marketing, music, humanities, social sciences or communications.
3. Working knowledge of the arts/orchestral music industry an advantage.
4. Experience with databases and/or Ticketing Systems.

Please submit a 2-page cover letter addressing the selection criteria and a current CV via email to Yarmila Alfonzetti, Executive Director - yalfonzetti@saopera.sa.gov.au.

For additional information, please contact Yarmila on 08 8226 4790.

Closing date for applications: Friday 4 May

Interviews: 8-12 May

Commence asap.

Remuneration: \$50,000 - \$60,000 per annum plus 9.5% superannuation depending on experience and qualifications.