

Position Description

Position title:	Marketing Campaign Manager
Team:	Business Growth and Development
Reports to:	Senior Marketing Manager
Direct reports:	Nil
Key relationships:	Internal customers, external suppliers.

About us

Queensland Theatre exists for the love of theatre.

We love theatre that takes us to far-away places and returns us to everyday life – a little bit different or, maybe a lot changed.

Our goals enable us to achieve our purpose — to connect people and ideas through compelling theatre experiences that inspire, entertain and challenge.

Our Vision: Exceptional theatre experiences that shape the national imagination and enrich the life of our community.

Our Purpose: Connecting people and ideas through theatre experiences that inspire, entertain and challenge.

Our Values:

Queensland Theatre is an employer that embraces diversity, equity and inclusion in the workplace, with a commitment to fostering an environment where all differences and values are respected.

POSITIVE SPIRIT: Our passion for the performing arts drives our positive spirit and means we think and act with energy and curiosity in the best interests of the Company.

EVERYONE BELONGS: We show respect by embracing diversity and actively fostering an inclusive environment where everyone feels valued and inspired to contribute.

CREATING MAGIC: We approach our work courageously and creatively, striving to bring out the best in everyone and everything we do.

STRONGER TOGETHER: We work as one team, collaborating and taking joint responsibility to achieve our vision.

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Position overview

Reporting to the Senior Marketing Manager, this role plays an integral role for Queensland Theatre, being responsible for delivering successful marketing campaigns that drive audience engagement, brand awareness and ticket sales.

Key accountabilities

People and culture

- Be committed to and understand the benefits of creating a diverse and inclusive workforce.
- Promote a culture of safety and compliance.
- Lead and model the way with meaningful relationships based on respect and professionalism.
- Embrace and live Queensland Theatres values.

Financial

- Manage marketing budgets, ensuring optimal allocation of funds.
- Monitor expenses and adjust budgets as needed to maximise ROI (return on investment)
- Identify cost-effective marketing strategies, balancing high-impact activities with budget constraints while maximising the reach and effectiveness of each campaign.

Strategic / operational

Campaign strategy:

- Develop and implement marketing campaign strategies aligned with the organisation's overall business objectives to engage different audiences and drive ticket sales and attendance.
- Create effective marketing campaigns that promote the brand and increase awareness for all Queensland Theatre productions.
- Create and implement targeted campaigns for specific audiences for each production.
- Innovate and adapt to industry trends.
- Conduct market research and audience analysis.
- Manage the production and distribution of marketing materials.

Digital marketing:

- Develop and implement effective digital marketing strategies.
- Utilise analytics tools to track campaign metrics and measure ROI.

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Public relations and media relations:

- Build and maintain strong relationships with media outlets, influencers, and industry partners
- Liaise with any Queensland Theatre appointed third parties to develop and execute public relations strategies
- Assist and co-ordinate with internal stakeholders to fulfil public relations strategies
- Deliver comprehensive and engaging marketing campaigns that:
 - deliver on strategic objectives promote opportunities to increase brand awareness, engagement and sales;
 - ensure branding and communications are consistent across all channels and through all marketing and promotional activities;
 - represent the expectations of the business and its desired brand positioning with a particular emphasis on driving brand awareness and meeting or exceeding sales and attendance and fundraising targets and extending reach.
 - are targeted for each Queensland Theatre production (mainstage, special offers, youth and education, and touring productions) and deliver on the overarching marketing and communications strategy;
 - are production-specific and aimed at reaching new audiences and meeting the Company's audience development and fundraising objectives;
 - contribute to marketing effectiveness by identifying solutions and courses of action, where required to enhance the brand;
- Work with other Marketing team members to guide EDM (electronic direct mail) marketing, e-newsletters, announcements and digital content creation; and are conducted in a timely and coordinated manner.
- Manage creative agencies and suppliers as required to ensure timely and effective campaign execution.
- Coordinate suppliers to produce, deliver and distribute advertising and marketing materials.
- Maintain a coordinated approach to marketing campaigns, documenting plans, actions and outcomes.
- Represent Queensland Theatre brand by ensuring all advertising materials are representative of the brand, tone and guidelines.
- Develop, monitor and manage campaign budgets.
- Create content and manage publications including production programs.
- With Senior Marketing Manager, deliver and coordinate special events such as Season launch and other significant marketing activities (eg Season brochure photo shoot).
- Stay up-to-date with marketing trends, technologies and best practices to drive campaign innovation.

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Event marketing:

- Plan and execute special events and functions, such as premieres, openings, and fundraising galas, as required including invitations and lists, venue, catering and hospitality requirements, schedules and event run-sheets.
- Coordinate displays (eg banners, lightbox posters, signage, media walls and television displays) for front-of-house and performance venues, as required, to ensure that Queensland Theatre image is well-presented and 'on-brand'.
- Assist the Marketing team to collect/collate content for production programs and other material.
- Assist with the maintenance and updating of Queensland Theatre's website, where required, including identifying potential opportunities for development, content creation and optimisation.

Reporting

- Analyse and report post-campaign results to guide future campaigns and audience development activities.

Customer service

- Manage internal queries in a professional and proactive manner.
- Maintain strong working relationships with internal and external stakeholders .
- Attend and provide marketing and hosting support to Queensland Theatre events, as required, including opening nights and play briefings and other business events.

Work health and safety

- Ensure adherence to WHS policies and procedures.
- Maintain relevant knowledge of WHS issues.
- Act as a role model by demonstrating safe work behaviours.

Qualifications, skills and experience

Essential:

- Bachelor's degree in Marketing, Communications, or a related field.
- Demonstrated experience in Marketing with:
 - a focus on campaign management;
 - a proven track record of developing and executing successful marketing campaigns;
 - a strong understanding of marketing principles, including branding, advertising, and digital marketing;
 - a strong understanding of marketing trends;
 - an understanding of the importance of being a brand ambassador; and
 - a proficiency in Marketing automation tools and analytics software.

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- Excellent communication and interpersonal skills.
- Strong personal leadership skills with an ability to motivate a team.
- Creative thinker with an ability to work confidently.
- Excellent project management and organisational skills.
- Excellent analytical and problem-solving skills.
- Strong attention to detail and accuracy.
- Ability to work independently and as part of a team.

Desired:

- Experience in the Arts or associated sector.

Work

The is a full-time position. The position requires flexibility given the nature of the responsibilities and sector in which we operate, production schedules and operational demands, including some reasonable additional hours at performances/season productions.

HOW TO APPLY

If you are interested in this opportunity, please read the position description and submit a written application which should include:-

- a cover letter outlining your suitability for the role and interest in working at Queensland Theatre;
- a resume / curriculum vitae
- a response (maximum 2 pages) to the selection criteria outlined above.

Please combine your application into a single PDF or Word document.

Please address application to HR Manager, Queensland Theatre, and email to employment@queenslandtheatre.com.au by **23 March 2025**.

The purpose of a position description is to provide a job summary that can be used to assist in a number of management activities including recruitment, induction, training, performance management, job evaluation, and job design. Position descriptions are supported by, and should be read in conjunction with, other Queensland Theatre documents such as letters of appointment, policies and procedures, codes of practice and any other materials that provide details about what is to be achieved and how the job is to be performed. A position description is only a summary of the typical functions of the position, not an exhaustive list of all possible position responsibilities, tasks and duties.. As many jobs evolve over time, position descriptions may be reviewed and updated.

Queensland Theatre is an employer that embraces diversity, equity and inclusion in the workplace, with a commitment to fostering an environment where all differences are values and respected. We promote a culture of opportunity and encourage Indigenous Australians and people from a range of cultural and linguistic backgrounds to apply for Queensland Theatre roles.

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