

## Marketing Manager

### ROLE DESCRIPTION

<b>TITLE</b>	Marketing Manager
<b>HOURS</b>	30.4 hours per week with TOIL in place for busy periods
<b>SALARY</b>	\$60,000 plus superannuation and leave loading
<b>REPORTS TO</b>	Chief Executive Officer
<b>KEY RELATIONSHIPS</b>	CEO / Artistic Director, Administration Manager, Head of Production, Development Manager, Publicist, Creative Agency, Volunteer Coordinator, media and marketing suppliers, partners and stakeholders
<b>DIRECT REPORTS</b>	Marketing volunteers and interns
<b>CONTRACT</b>	May to December 2018 with option to extend for ongoing contract

### KEY RESPONSIBILITIES

#### *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.

## *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 / 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;
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## *Other*

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

Recruiting now. No deadline.

Contact Ann McLean

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