

POSITION DESCRIPTION

Marketing Director

Part time (3 days) Fixed Term 12 Months

OUR PURPOSE

City Recital Hall Limited was established as a not-for-profit company in 2015. Our world-class performance space is located in Angel Place in the heart of Sydney's laneway precinct, celebrating 25 years in 2024.

We create exceptional live music experiences for our audiences and artists that reflect the acoustic quality and intimacy of City Recital Hall.

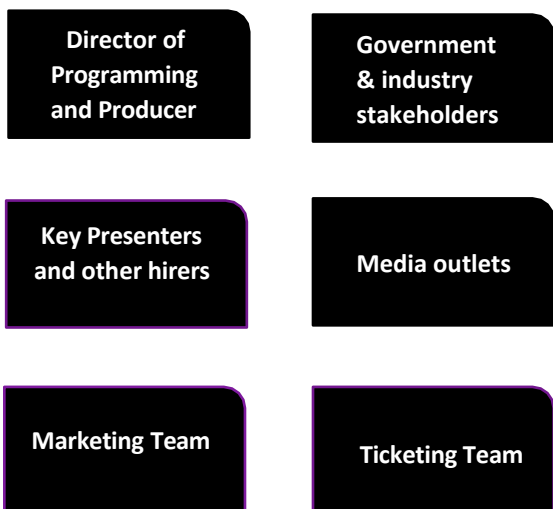
We welcome everyone with respect, joy and care.

We strive to achieve our cultural, social and economic potential as a landmark Sydney cultural destination.

Our Values

- **Connection** - we cherish the relationship between audiences and artists
- **Imagination** - we ignite bold creativity and innovation
- **Excellence** - we build trust through quality
- **Sustainability** - we aim to be cultural leaders for the future

KEY RELATIONSHIPS



MY PURPOSE

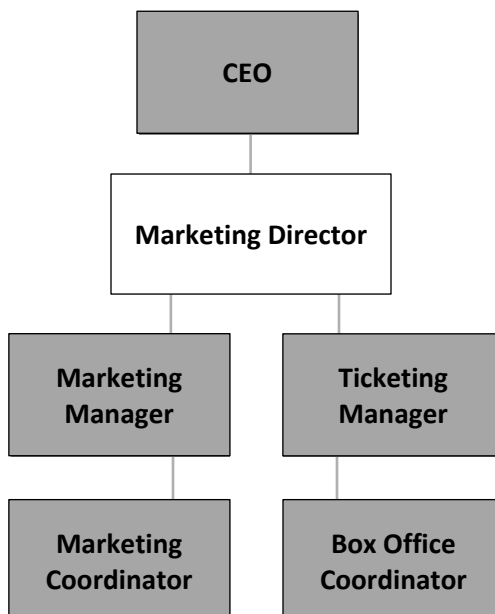
City Recital Hall is in a transformation period; as such there is a need for our marketing to adapt as new business and funding sources unlock opportunity to grow and diversify our audience.

The Marketing Director is a new role that will work with the CEO to develop, refine and implement strategies that cultivate the visibility and awareness of the City Recital Hall program to drive visitation.

The Marketing Director will be focused on increasing customer awareness, engagement, and sales, using the full marcomms suite across paid, earned and owned media.

Applying commercial business acumen to promote higher returns in constrained budget environment, this role leads the Marketing and Ticketing teams, guiding all work streams including strategy, budget, creative, data utilisation, events and new business development across the corporate and travel trade.

REPORTING LINE



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MY RESPONSIBILITIES

Responsibilities

Duties

- **Strategy:** create and drive the implementation of the marketing communications strategy; develop an audience strategy to achieve revenue targets; develop a customer data strategy to grow first party data and direct relationships with customers including the re-launch of the membership program; conduct and communicate in-depth competitive analysis; leverage partnerships to improve reach and impact.
- **Delivery:** lead the optimisation of City Recital Hall's marketing channels to drive customer acquisition and sales; deliver campaigns that reach new market segments and expand patronage; foster and manage external supplier relationships (particularly publicity and tourism); foster a culture of innovation and performance throughout the department; anticipate and respond to market trends; activate new marketing technologies to deliver an advantage for City Recital Hall.
- **Leadership:** provide day-to-day guidance and support to the Marketing and Ticketing Managers and their respective small teams; conduct 6-monthly performance reviews with direct reports; oversee the departmental budget; manage resource allocations across multiple projects; take personal leadership in new business initiatives in the corporate and tourism markets; work with the external publicist to develop media relationships; negotiate marketing partnership and supplier agreements; report on marketing strategies and achievements against targets.

Performance Indicators

- Work autonomously to create and deliver marketing communications strategy.
- Exceed City Recital Hall Presents sales targets.
- Increase awareness of the venue and the diversification of the audience measured against objective research and sales data.
- Deliver year-on-year growth of active CRH members.
- Increase customer engagement across social, email and membership platforms.

MY ATTRIBUTES, SKILLSET AND BEHAVIOUR

Criteria

Essential

- 10+ years of marketing communications expertise, with at least 5 years in senior leadership positions including managing teams.
- Proven track record of delivering marketing transformation projects.
- Excellent creative, organisational, analytical and problem-solving skills, and attention to detail.
- Excellent communication skills, including the ability to write reports for Board and external use.
- Experience working with CRMs.

Desirable

- Ticketing experience, ideally with Tessitura.
- Data aggregator experience such as Activity Stream, Funnel or similar.
- Experience working in the entertainment, culture and/or tourism sectors.

Experience

- 10+ years' experience delivering marketing communications across earned, owned and paid channels.
- 5+ years' experience managing a team.
- Advanced copywriter.

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- An understanding of leading digital marketing techniques, trends and social media movements.
- Ability to work well under pressure, strong problem-solving abilities, manage workflows and meet deadlines.

Attributes and Behaviours**Connection**

- Create a dialogue between our audiences and artists, with a demonstrated passion for music

Imagination

- Devise new ways to tell City Recital Hall's story, encouraging new and existing audiences to trust in the quality of our brand

Excellence

- Raise the organisation's brand identity as a cultural landmark and centre for excellence

Sustainability

- Foster an enduring and poignant brand identity that can be leveraged for product promotion and longevity