

POSITION DESCRIPTION

Marketing Communications Executive

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.

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

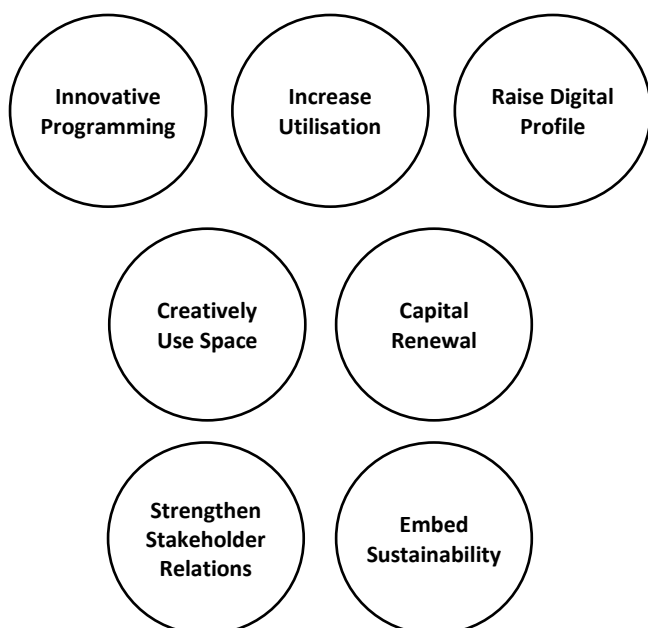
We welcome everyone with respect, joy and care.

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

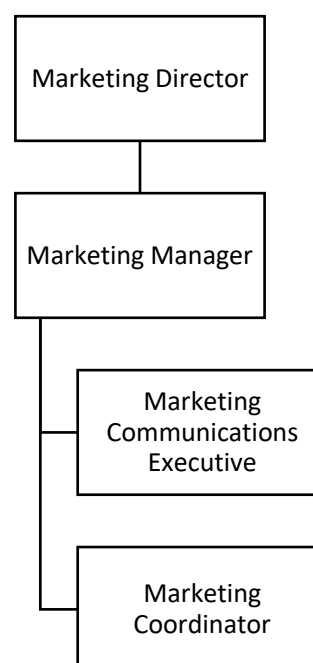
OUR STRATEGIC FOCUS AREAS



MY PURPOSE

The Marketing Communications Executive leads owned channel strategy and delivery, with a focus on CRM and email (automated and newsletters), website and on-site signage. The role is critical to announcing events, allowing customers to purchase easily, and ensuring they have the correct show information ahead of attendance. The role also plays an important role in account service and contributes to philanthropic and membership outreach.

REPORTING LINE



KEY RELATIONSHIPS



POSITION DESCRIPTION**Marketing Communications Executive****MY RESPONSIBILITIES****Responsibilities****Duties**

- Work with the Marketing Manager to ensure a cohesive approach to external hire (inc Key Presenting Partners) and in-house event marketing, including contributing to campaign plans and tracking. Work with the Marketing Manager to deliver CRH-branded campaigns.
- Lead the CRM-based email (automated and newsletters) marketing and customer service channels and associated strategy.
- Manage the day-to-day relationship with website provider/s e.g. Bravo.
- Work with the Marketing Coordinator to ensure a cohesive approach between organic social media messaging delivered by the Marketing Coordinator, and the other owned channels delivered by the Marketing Communications Executive.
- Manage on-site digital signage.
- When there is overflow work for web and newsletter channels, direct the Marketing Coordinator to assist with those tasks.
- Work with the Ticketing Specialist and Ticketing Manager to ensure the user experience from the website to ticketing platform is seamless and always functional.
- Work with the Events and Ticketing team to ensure customer service communication is delivered in a timely and accurate manner, whether that be emails, website content or other means.
- Campaign and customer profiling and behaviour reporting across the website and email, including ensuring accurate connections between systems including Wordfly, Google Analytics, Tessitura, and UTM providers.
- Sentiment reporting, particularly in regard to post-show surveys, public review platforms and opportunities to collect audience feedback on-site.
- Work with the Marketing Manager and Marketing Director on philanthropic outreach (e.g. tax-time appeals) and Membership sign-up drives.
- Provide leave cover for the Marketing Coordinator, and partial leave cover to the Marketing Manager.

Performance Indicators

- Utilising web, newsletter and CRM data to increase campaign effectiveness and drive conversions.
- Philanthropy and membership income derived through owned channel campaigns.
- Accurate and timely event information imparted to guests.
- Ensuring organisational adherence to privacy law related to website and email channels.

MY ATTRIBUTES, SKILLSET AND BEHAVIOUR**Criteria****Essential**

- Exceptional communication skills, including the ability to create public-facing copy.
- Advanced Wordfly experience (or equivalent email system).
- Intermediate to advanced CRM experience, with Tessitura experience highly regarded.
- Intermediate Adobe Creative Suite and/or Canva experience.
- Intermediate experience with Google Analytics.

Desirable

- Live entertainment industry experience.
- Experience with Signage Live or other digital signage systems.
- Experience with Meta Business Suite and Ads Manager, Tik Tok Ads Manager and Adwords.

POSITION DESCRIPTION**Marketing Communications Executive****Experience**

- At least 4 years' experience in a mid-level marketing role with a focus on owned channels.

Attributes and Behaviours**Connection**

- Strengthen the relationship between audiences and CRH to drive visitation.

Imagination

- Develop new ways to engage audiences through owned channels.

Excellence

- Ensure an exceptional marketing communications experience for all hirers and artist teams.

Sustainability

- Champion a sustainable approach to marketing, favouring digital and other low or no-waste channels.

ACKNOWLEDGEMENT

I accept the position description as stated above and that the position description may need amending and updating periodically due to changes in responsibilities and organisational requirements. Changes to the position description will be consistent with the purpose for which the position was established.

Print Name:

Signature:

Date: