

POSITION DESCRIPTION

Marketing Manager

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.

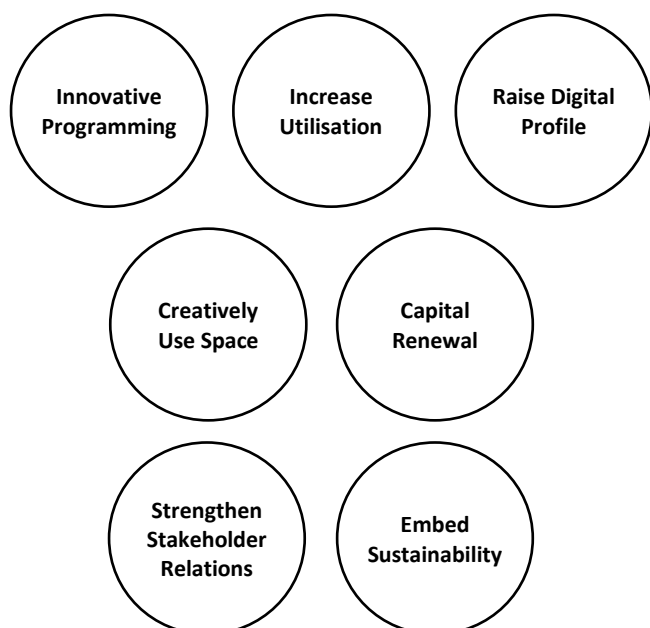
We welcome everyone with respect, joy and care.

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

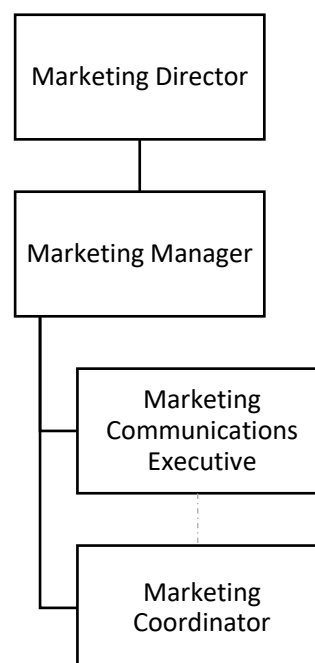
OUR STRATEGIC FOCUS AREAS



MY PURPOSE

The Marketing Manager leads the day-to-day delivery of the marketing team, raising awareness of City Recital Hall and driving utilisation (venue hire), ticket sales and Memberships.

REPORTING LINE



KEY RELATIONSHIPS



POSITION DESCRIPTION**Marketing Manager****MY RESPONSIBILITIES****Responsibilities****Duties**

- Work with the Marketing Director to develop and deliver the CRH marketing strategy, covering earned, owned and paid channels.
- Lead the marketing team and guide day-to-day account management / client service and workflows across the department.
- Campaign management and delivery for all CRH Presents and in-house productions, including working with the Programming department to set campaign budgets. Lead paid and earned campaign elements and oversee the delivery of owned channels delivered by the Marketing Communications Executive and Marketing Coordinator.
- On-board external hirers in terms of their marketing requirements, and delegate tasks as required within the team. Be the escalation point for external hirer marketing matters and provide proactive advice to hirer's on how to best drive sales for their event.
- Administer the marketing-as-a-service function, whereby CRH sells marketing services to hirers.
- Brand development and stewardship, including management of general CRH brand campaigns, Membership drives and philanthropic outreach.
- Procure, engage and manage external agencies and freelancers as needed, generally in regard to design, publicity, paid social media management and content capture (photo/video).
- Collaborate with the Ticketing Manager to continually audit and improve the customer purchase experience and ensure accurate conversion tracking and privacy law adherence.
- Collaborate with the Ticketing Manager to maximise revenue for CRH Presents and in-house productions, including managing marketing delivered through sub-agents e.g. Ticketmaster, Moshtix.
- Collaborate with the Events team to develop marketing / sales material to assist attract corporate and private hirers.
- Project management for marketing-aligned tasks, such as signage renewal, point-of-sale material development, and systems integration across departments.
- Work with the Marketing Director to develop and deliver the organisation's philanthropic outreach and corporate sponsorship program.
- Monthly departmental reporting.
- Budgetary management, including submitting invoices for payment and campaign reconciliations.
- Provide leave cover to the Marketing Communications Executive and partial leave cover to the Marketing Director.

Performance Indicators

- Raising awareness of City Recital Hall.
- Raising engagement with City Recital Hall across web, social and email channels.
- Increasing ticket sales, favouring CRH-direct box office sales.
- Increasing the paid Membership base.
- Diversifying City Recital Hall's audience.

POSITION DESCRIPTION**Marketing Manager****MY ATTRIBUTES, SKILLSET AND BEHAVIOUR****Criteria****Essential**

- Considerable experience in campaign strategy and delivery in an experience industry.
- People management experience.
- Departmental and campaign budget management experience.
- Exceptional communication skills, including the ability to create public-facing copy.
- Intermediate user of Meta Business Suite and Ads Manager, Tik Tok Ads Manager, Google Analytics and Adwords.

Desirable

- Live entertainment industry experience.
- Intermediate Adobe Creative Suite and/or Canva experience.
- Tessitura experience.
- Intermediate Wordfly experience (or equivalent email system).
- Exposure to philanthropic outreach and/or corporate sponsorship programs.

Experience

- At least 5 years' experience in a senior marketing role.
- At least 3 years' experience managing staff.

Attributes and Behaviours**Connection**

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

Imagination

- Develop new ways to engage audiences through paid, earned and 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: