

Queensland Ballet

POSITION DESCRIPTION

Position: Performance Marketing Specialist

Contract: Full time

Reports to: Senior Manager, Marketing Operations

Commencement date: July 2021

POSITION PURPOSE

This is an opportunity for an experienced digital marketer to join a vibrant, creative company which connects people and dance across Queensland. This role will have a significant impact on the success of the organisation by identifying growth opportunities, executing, or informing recommendations across our digital channels.

ABOUT QUEENSLAND BALLET

Queensland Ballet is a vibrant, creative company which connects people and dance across Queensland. We offer a program of world-class productions of the best classical ballets and inspired contemporary dance works. The Company engages renowned choreographers and designers from around the world and nurtures emerging local talent by presenting exciting new works in an intimate studio series. With a culture of creativity and collaboration, complemented by an active program of engagement with our communities, Queensland Ballet has become the central hub for dance in the State. Our dancers are acclaimed for the technical excellence and versatility, and our annual program offers diversity in style, audience focus and geographic reach, with up to 100 performances in Brisbane and tours to regional Queensland.

When we open our doors, we welcome home all in our community. Our three homes form the foundations of our Artistic, Academy and Community pillars. We have designed each home with people at heart.

Thomas Dixon Centre — our headquarters and home to our artists and arts workers. The facilities at Queensland Ballet's home in Thomas Dixon Centre in Brisbane's West End allow the Company to offer a full range of training and community access programs, including public dance classes.

Queensland Ballet Academy — home to our arts students and teachers. We are committed to providing a pathway for young talent through the Queensland Ballet Academy.

Queensland Ballet is dedicated to the pursuit of artistic excellence, dance education and innovative presentation of classical repertoire.

The Queensland Ballet Production Arts Centre — home to our arts makers and creative health advocates. With bold and confident ambitions for the future, we proudly build upon the legacy of many creative and gifted artists who have been part of the Company's rich **history** since 1960 as we continue to create magic and enrich lives with the development of Queensland Ballet's Production Arts Centre.

OUR VALUES AND PRINCIPLES OF COMMITMENT

With bold intentions to be unconstrained we will create magic and enrich lives by delivering across four core pillars: Artistic, Academy, Arts for All and Cultural Spaces.

Influenced by five core values and our principles of commitment, all that we do and all that we are will remain true to the four core pillars.

- 1. Brilliance:** We are world class in all that we do – we inspire excellence on stage, in studio, in business and in community.
- 2. Creativity:** We are creative in every endeavour – we nurture our artform, artists, students and arts workers by exploring possibilities and responding to opportunities with agility.
- 3. Passion:** With Queensland in our hearts – we celebrate our diversity, our heritage and our love of the artform through heartfelt connections.
- 4. Wellbeing:** We promote wellness across society – we pledge to make a positive impact across all dimensions of wellbeing; social, cultural, emotional, physical, environmental and intellectual.
- 5. Integrity:** We commit to Sustainable practice – we foster a culture of ethical behaviour that is anchored in community, integrity and legacy.

REPORTING RELATIONSHIPS

This role reports to the Senior Manager, Marketing Operations, and works closely with campaign specialists, agencies and other suppliers.

RESPONSIBILITIES

Use data and analytics to effectively determine opportunities for growth across Queensland Ballet's key income-generating portfolios.

- Box Office sales
- Academy enrolments
- Educational workshops
- Community programs
- Memberships

Be a marketing technology champion:

- Inform Queensland Ballet's approach to implementing new media and/or channels. Eg. digital season
- Support implementation and integration workflow across Queensland Ballet's MarTech environment.

Manage the performance of Queensland Ballet's website:

- Regularly conduct and keep record of conversion optimisation tests (A/B, split testing, etc) and learnings each month to continually improve on site conversion
- Support campaign and content teams as required to develop content to improve site SEO
- Develop strategies to increase website traffic
- Manage content updates on the Queensland Ballet website through the CMS

Reporting:

- Work across the team to determine appropriate reporting outputs for campaigns, and channel performance
- Inform campaign and channel KPIs
- Collaborate with the content and campaign specialists to inform future activity

Manage the Queensland Ballet Loyalty CRM:

- Maintain data integrity
- Identify and manage automation opportunities

Perform daily optimisation tasks for paid Google campaigns, including but not limited to:

- Creating new campaigns
- Keyword research and expansion
- Bid optimisations
- Budget management
- Audience segment optimisation
- Ad copy optimisation

What we are looking for

The successful candidate must be a dynamic, collaborative individual, who can work across portfolios to identify both brand building and income opportunities for Queensland Ballet.

You will be:

- A team player. This role supports our campaign and content specialists across portfolios, so collaboration is critical.
- Naturally curious, and confident navigating analytics from paid activity and organic channels to deliver insights for ongoing performance improvement.
- A marketing technology champion
- At ease in a fast-paced, ambitious Arts organisation.

You must have:

- 3+ years in a performance marketing role
- Proven success in executing SEO and SEM campaigns
- Current knowledge of and confidence using a wide range of digital marketing and analytics tools – including Google Analytics/Data Studio, Google Tag Manager, Facebook Business Manager, Power BI
- On the tools experience with CMS platforms and the ability to achieve strong growth performance whilst maintaining optimum UX for our brand
- A data-driven mindset, with exceptional analytical skills with a high level of attention to detail.

- Hands-on CRM experience on marketing automation concepts (tools, scripts, APIs, dynamic/triggered campaigns).
- Ability to network and build trusted relationships and collaborate well across teams.
- A passion for the Arts.

GENERAL INFORMATION

Recreation Leave

20 working days per year (pro-rata)

Personal/Carer's Leave

Ten working days per year (pro-rata)

Probationary Period

Six months from commencement.

Hours of Work

Nominally 38 hours per week Monday to Friday but the appointee may be required to be available to work other hours and on weekends as required.

Salary

Salary will be negotiated with preferred candidate. Superannuation is paid into the superannuation fund of your choice, currently at the rate of 9.5%.

Benefits

Queensland Ballet provides a supportive and collaborative team environment combined with the opportunity to play an integral role in a dynamic and progressive organisation that is paving the way for the future of Ballet in Queensland. Our employees have access to weekly dance classes and various other health and well-being initiatives.

APPLICATION PROCESS

To apply for this position please forward a covering letter, current resume and a short statement addressing each selection criteria via email to: joinus@queenslandballet.com.au

Please note that referees will be sought from candidates following the interview process. Applications close 5pm, Thursday 22 July 2021. Applications received after this time may not be considered.

For further information or for a confidential discussion please contact the Head of Human Resources on (07) 3013 6666. We respectfully advise that no agency applications will be considered at this time.

Queensland Ballet is committed to providing an inclusive and child safe environment that is free from Workplace Harassment, Sexual Harassment and Bullying. Our robust human resources, recruitment and vetting practices are strictly adhered to during the application and interviewing process. Applicants should be aware that we carry out working with children, police records and reference checks (as we see fit) to ensure that we are recruiting the right people.

To reflect the diversity of the communities and people with whom we engage, we seek to hire a workforce that is both representative and diverse. With a focus on inclusion, accessibility and flexibility, we are committed to supporting you in your career with Queensland Ballet.