

Job Description: Marketing Executive

Company: Victorian Opera

Department: Marketing and Sales

Workload: 0.8 or 1.0 FTE options

Hybrid Office and WFH

Position Overview: We are seeking a Marketing Executive to join Victorian Opera. As a Marketing Executive, you will play a vital role in promoting productions and enhancing the reputation of the organisation. Your creative marketing strategies and strong communication skills will help attract new audiences, increase ticket sales, and build a loyal patron base. If you are a marketing professional with a deep appreciation for live entertainment and a flair for executing successful campaigns, we invite you to apply for this exciting opportunity.

Responsibilities:

1. Execute Marketing Strategies:

- Execute comprehensive marketing plans to promote productions, special events, and initiatives.
- Utilize market research and audience analysis to identify target segments and develop targeted campaigns.
- Collaborate with the marketing team to implement strategies across various channels, including digital, print, social media, and traditional advertising.
- Monitor campaign performance, analyse data, and make data-driven adjustments to optimize marketing efforts.

2. Digital Marketing and Social Media:

- Oversee digital marketing initiatives, including website content management, email marketing, search engine optimization (SEO), and pay-per-click (PPC) advertising.
- Manage and maintain social media accounts, create engaging content, and interact with online communities to promote opera productions and engage with the audience.
- Stay updated on digital marketing trends and identify innovative ways to leverage technology and online platforms to enhance marketing efforts.

3. Public Relations and Media Relations:

- Liaise with an external publicity agency, while also developing relationships with local and national media outlets, influencers, and bloggers to secure media coverage and maximize exposure for productions.
- Coordinate press releases, media interviews, and media events.
- Monitor media coverage and proactively address any issues or concerns.

4. Brand Management:

- Ensure consistent brand messaging and visual identity across all marketing materials.

- Collaborate with the creative team to develop compelling visual assets, including posters, brochures, digital graphics, and videos.
- Maintain brand guidelines and ensure their adherence in all marketing communications.

5. **Collaborative Efforts:**

- Collaborate with the ticketing and sales team to drive ticket sales and optimize revenue generation.
- Work closely with the artistic and production teams to understand the essence of each opera production and effectively convey its unique value to the target audience.
- Support fundraising efforts by assisting in the development of sponsorship packages and promotional materials.

Qualifications:

- Bachelor's degree in marketing, communications, or a related field
- 2 years' experience in marketing, preferably within the arts and culture sector or performing arts organizations.
- Strong understanding of the arts industry.
- Excellent written and verbal communication skills.
- Proficiency in digital marketing tools, social media platforms, and analytics.
- Creative thinking and ability to develop innovative marketing campaigns.
- Strong project management skills, with the ability to handle multiple projects simultaneously, also Monday.com or ASANA knowledge an advantage
- Familiarity with ticketing systems and CRM software is a plus.
- Ability to work collaboratively in a team environment and establish effective relationships with internal and external stakeholders.
- Flexibility to work evenings and weekends as required for performances and special events.
- Adobe Creative Suite isn't a prerequisite for this role, but is an advantage
- Please note you will need to complete a Working With Children check.

Prior knowledge of opera is not a prerequisite, and we invite all people who have a keen interest in live arts entertainment to apply for the position.

Applications close on July 31, COB.

At Victorian Opera, we are proud to be an Equal Opportunity workplace that celebrates diversity and fosters an inclusive environment. We welcome applicants from all backgrounds, without regard to race, ethnicity, gender, sexual orientation, age, religion, disability, or any other protected status. Our commitment to fairness and respect ensures that every employee is valued, and we strive to create a workplace that is free from discrimination.

We encourage Aboriginal and Torres Strait Islander peoples to apply.