

Position Title:	Digital Marketing Coordinator
Division:	Marketing, Sales and Audience Engagement
Department:	Digital
Classification Level	P&A 4
Ordinary hours & days:	Normal business hours Monday to Friday or as agreed with Manager.
Reports to:	Digital Content Officer
Positions reporting to this role:	N/A
Significant working relationships:	<ul style="list-style-type: none"> • Digital Content Officer • Digital team • Marketing team • Programming team • Internal customers (employees of Adelaide Festival Centre Trust) • Ticketek • External customers (including patrons, government officials, visitors and general public)
Decision making/Purchasing Authority:	N/A
Special Conditions:	Some out of hours work may be required.
Information on Adelaide Festival Centre	<p>Adelaide Festival Centre is central to the Arts in South Australia and an integral part of community life in the state. Adelaide Festival Centre welcomes the community, artists and companies and provides arts leadership in SA. We celebrate and showcase Australian artistic achievements, develop them for a world audience and bring stimulating ideas and projects to our state.</p> <p>Adelaide Festival Centre is located on Kurna Yarta. We respect First Nations people around Australia and acknowledge the Kurna people as the traditional custodians of the Adelaide Plains. We honour their relationship with country, and we do so in the spirit of reconciliation.</p>

Department Overview	<p>The objectives of the Digital team is to:</p> <ul style="list-style-type: none"> • Provide expert advice and support to other Adelaide Festival Centre departments who are communicating with patrons and stakeholder by any digital means • To provide an online presence for the Adelaide Festival Centre that incorporates best practice in terms of Online Customer Experience and that supports the branding efforts of the Marketing department. • Distribute all digital communications to patrons and stakeholders • To embrace digital technology for the betterment of our Customer Journey
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Summary of Key Purpose:	<p>To assist with marketing of AFC's year-round program of festivals and events.</p> <p>Contribute to distributing digital assets and building eDMs, ensuring that all relevant information is posted online in a timely and professional manner.</p>
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Key Result Area / Accountabilities:	
Create eDMs including: selecting appropriate templates, using Audience Republic to build eDMs, testing campaigns and gaining approvals prior to deployment.	
Post and schedule content across digital assets of the Adelaide Festival Centre using the Elementi & Videro platforms.	
Respond accurately to queries from Marketing Executives & Coordinators regarding digital campaigns in a timely manner.	
Work with Marketing Executives to deliver strategies to reach target audiences for their campaigns by providing expert digital advice.	
Content Management System – construct website event pages using copy and images supplied by Marketing and/or the hirer and implement any conditional rules of online purchase (ie. to a select group for a pre-sale).	
Review copy and images supplied by Marketing and/or the hirer.	
Troubleshoot to identify and apply first level maintenance of digital assets.	
Update web copy ensuring that it meets standards of consistency, style & tone.	
Provide advice, support & guidance about the appropriateness of content and consistency of brand and style across AFC digital assets.	
Support the digital department in constructing and implementing targeted patron lists for eDM distribution, using the appropriate software.	
Create custom audiences upon request, using the filters available in Audience Republic.	
Participate and contribute to digital projects, providing advice on digital priorities and processes.	
Perform all general digital duties whilst upholding a high level of accuracy and attention to detail; data entry, maintenance of lists, image file management.	

Maintain knowledge of contemporary issues in the field of online digital marketing to assist to identify and deliver opportunities to continuously improve AFC's online presence and digital practices.

Act as main point of contact for digital content when Digital Content Officer is absent, making ethical decisions on behalf of the digital department.

Perform any other duties as directed by the manager, within level of skills, experience and competence.

Provide outstanding customer service on a daily basis by demonstrating respect, listening to and working with our customers, both internal and external, to achieve positive outcomes, where possible, for all involved.

At all times behave in a manner which is conducive to the values and expected behaviours at the Festival Centre and consistent with those prescribed in the Code of Ethics for the South Australian Public Sector.

Demonstrate appropriate behaviour and adhere to AFCT's policies and procedures in relation to EEO and the prevention of Bullying and Harassment in the workplace

Comply with all AFCT policies & procedures not limited to WH&S and Records Management.

EBMS (Event Business Management System)

Employees are responsible for ensuring that they attend compulsory EBMS Training and seek further EBMS Training as needed to perform their role.

Records Management

All records created within the conduct of AFCT business to be managed in accordance with AFCT's Record Management Policy, associated policies, procedures and legislation.

Work Health & Safety Responsibilities (WH&S)

Care of your own health and safety and the health and safety of others.

Comply with any reasonable instruction from the Department of the Premier and Cabinet, and Adelaide Festival Centre, so far as you are reasonably able.

Cooperate with all reasonable the Department of the Premier and Cabinet, and Adelaide Festival Centre policies and procedures.

Comply with the WHS legislation by adhering to the WHS requirements set out in the Adelaide Festival Centre Trust's WHS management system.

Wear and maintain Personal Protective Equipment (PPE) as directed.

Use other safety and emergency equipment provided in the workplace.

Assist with and conduct risk assessments.

Report a hazard, incident, injury or illness arising from workplace activities within 24 hours.

Care of your own health and safety and the health and safety of others.

Key Competencies:	Requirement:
Qualification / Education:	
Tertiary qualifications in marketing or related discipline	<i>Highly desirable</i>
Knowledge/Skills/Abilities:	
Sound communication; interpersonal, written & verbal communication skills	<i>Essential</i>
Ability to establish and maintain productive and professional working relationships with staff employed at all levels of the organisation	<i>Essential</i>
Ability to provide a consistently high level of customer service	<i>Essential</i>
Flexibility and agility to adapt to changing business demands and priorities	<i>Essential</i>
High attention to detail and accuracy	Essential
Sound IT skills particularly in Microsoft Office suite, email marketing platforms (Audience Republic), websiteCMS (Craft) and Adobe Suite	Essential
Lateral thinking and problem-solving skills	Essential
Sound time management skills; ability to prioritise and negotiate workloads to meet deadlines	Essential
Ability to work autonomously and within a team environment and an enthusiastic approach to work	Essential
Ability to research, analyse informational and make decisions under minimal supervision	Essential
Knowledge and understanding of the arts and entertainment industry and experience working in a fast-paced environment	Highly desirable

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Signature of Incumbent:

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Date: