



Job Title: Digital and Marketing Campaign Manager
Reporting to: Head of Business

WHY does your role matter?

We believe young people are the key to a progressive and creative future. SYO exists to champion orchestral music and provide a pathway for young people to experience, learn and develop their musical skills. Through this, it is our aim to enrich the lives of thousands of young people, so that we create a more creative, interesting, and bright culture within Australia and the world.

The role of Digital and Marketing Campaign Manager is the key connector of our musicians, parents, alumni, donors and audiences and is essential to our ability to realise this vision.

Through your exceptional storytelling and digital ability, with strong attention to detail, communication skills, your ability to be creative, build customer journeys, understand data and digital platforms means we are able to better connect and engage with our stakeholders throughout, NSW, Australia (and internationally). Your work helps us build the reach of our programs, grow our customer segments, form meaningful relationships and ensures the sustainable growth of SYO.

OUR VALUES

Drive innovation and embrace the new

You're always looking for ways to improve the way that we communicate and engage with partners, members, parents, volunteers and colleagues; for example, looking for ways to reach wider audiences and engage effectively with communities in meaningful ways.

Excellence is our attitude, not just an outcome

In the same way that an excellent symphony is the result of thousands of individual notes played with excellence (often as a result of hours of practice), so to, is your role and the programs you deliver the result of thousands of daily interactions and decisions. You pay attention to doing each of these to the best of your ability.

We are an ensemble, not soloists

An orchestra is at its best when each musician knows their role and plays their part together. In the same way, we each have a role to play at SYO. You play your part and always look for opportunities to help others in the team.

Celebrate all contributions made to SYO

You look for opportunities to recognise and reward your team, your colleagues, volunteers and yourself.

KEY PRIORITIES

Manage all aspects of SYO Marketing Campaigns and digital content including the SYO Websites, direct email communications (Pardot), maximising the use of data in our Salesforce CRM, utilising social media platforms to build support for SYO.

Specifically:

- **Be an organised creative:** You will embrace big ideas and challenge the status quo. Beyond being a chief storyteller you will be an organised delivery pro. You can juggle competing deadlines, you plan and ensure external partners (designers/videographers/photographers) have detailed briefs when required, and that content is delivered by the deadline.
- **Be a storyteller and journey builder:** we want to engage our community with the fantastic stories of our musicians, alumni, fabulous music, and impact of our programs. This is not about telling a story once but building a relationship with our community and celebrating our musicians.
- **Be a relationship builder:** technically talented, you will look for ways to use and build on the dynamic relationships SYO has with their stakeholder's whether that be through our websites, an email, Facebook or Instagram post. You will understand our musicians, music and their stories and look for new and dynamic ways to share them with the SYO family and broader community.
- **Be a champion data and detail:** through your attention to detail, you will use the SYO Salesforce CRM to build a clear picture of what our customers want and need. You will strive to understand each of our customer segments, tracking, analysis, and looking for new ways to build their profiles to customise their journey from the very first interaction. You and your team will care about clean records and data capture and invest energy into getting it right.
- **Be the external communication driver:** You support and manage campaigns, ensuring that the right information gets to the right people at the right time.
- **Eye on the dollar:** You will be focused on the budget targets, both expense and income, celebrating the wins and seeking savings when things don't go to plan.
- **Swim in the deep end:** We are a small team and you will be thrown in the deep end early and often. The deep end is where you grow. It's where you prove to yourself that you've got what it takes. We want you to embrace a [Growth Mindset](#), look for opportunities to shine, back yourself and... put your hand up if you're drowning.
- **You:** You take control of your career development. You communicate with your manager to make plans for desired training and development opportunities. You do what you need to,

to make sure you do an excellent job but speak up early when you need help or feel like your life is becoming unbalanced (mentally, emotionally, physically, or socially)

- **'Other duties as required':** The above is not everything that you'll be required to do; we expect that you will seek out ways to step outside of these things to further your career, improve our ways of working, and make SYO a better place to work.

WHAT ABOUT PROGRESSION?

The nature of the job can mean that, from year-to-year, you will be repeating many of the same tasks. That being said, we look at the lifecycle of each role in three stages:

1. **Deliver** – in this phase, you are focused on learning each element of the role, understanding how it all comes together and ensuring that key tasks are delivered to the best of your ability.
2. **Master** – in this phase, you're comfortable with delivering the requirements of your role; you're now looking for ways to become more efficient or improve the quality of your deliverables.
3. **Value-Add** – in this phase, you're very comfortable with your role and have the bandwidth and desire to take on other projects in SYO. This could be projects outside the scope of your role within your own team, or projects to improve SYO more broadly.

We will work together to ensure that your role remains engaging and challenging, identifying areas for you take on greater ownership or responsibility.

HOW IS THIS MANAGED?

Your career will be proactively managed through a program of goal setting, real-time feedback, quarterly check-ins, and annual reviews.

Your manager has been given the skills to help manage your career, though ultimately, you should take responsibility for this process. Make sure that meetings are booked in. Make sure that reviews happen. If you want feedback, ask for it. If you've got goals or development plans, make sure your manager knows about it.

While we absolutely want the best for you and will do what we can to help you, no one can manage your career better than you.

THE SELECTION CRITERIA:

To be successful in this role you will have:

- An interest in Orchestral Music.
- An ability to work 'hands on' with systems and information, including web, social media, EDMs and CRM.
- Experience in building marketing campaigns and implementing evidence-based Marketing revenue generating strategies.
- Proven ability to coordinate Marketing and Digital Campaigns from conception to delivery.
- A positive personality and confidence to lead event teams.
- Excellent verbal, written, presentation and interpersonal communication skills.
- Exceptional organisational skills.
- Well-developed relationship management skills to manage internal and external stakeholders.
- Qualifications in marketing/arts/events and experience preferably in the arts, education, or not-for-profit sector.
- 3 to 5 years' experience in a role where you have held responsibilities including the coordination of events and relationships.

MUST HAVE:

Have or be willing to obtain a Working with Children Check.

Be up to date with COVID-19 Vaccinations.