



Queensland Symphony Orchestra

POSITION DESCRIPTION

POSITION TITLE	Marketing Executive
NAME OF POSITION HOLDER	
DEPARTMENT	Marketing & Development
DISCIPLINE	Marketing
LOCATION/HOURS OF WORK	West End as the base – moving to Southbank on 2012. This position will be regularly required to work outside of normal business hours. Some travel will be required.
SALARY	TBC

RELATIONSHIPS

DIRECT MANAGER, ROLE	Director - Marketing and Development	
DIRECT REPORTS	Marketing Coordinator Marketing Assistant	
KEY INTERNAL RELATIONSHIPS	KEY EXTERNAL RELATIONSHIPS	
<ul style="list-style-type: none"> HODs (Heads of Department) <p>HODs comprises the CEO, Director - Orchestra Management, Director – Artistic Planning, Human Resources Manager, Director – Marketing & Development, Chief Financial Officer, and Philanthropy Manager. Each HODs role assumes discipline specific direction for the whole organisation.</p>	<ul style="list-style-type: none"> External Agencies – media, printing, graphic design & web Public Relations Agent Corporate & Media Partners Venue Staff 	

PRIMARY PURPOSE

To develop, implement, monitor and review marketing strategies and campaigns that promote and strengthen the QSO brand and associated products - under the general direction of the Director – Marketing & Development

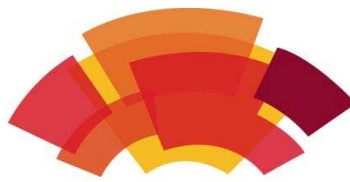
POSITION IMPACT

- To establish an effective, efficient and strategically aligned Marketing function
- To actively establish and maintain loyal patronage to QSO events and high-level of brand awareness across the Queensland/Australian, resulting in positive financial outcomes for QSO
- Support the establishment of corporate and media relationships/partnerships
- Support and contribute to QSO culture by promoting our workplace values – honesty, supportiveness, excellence, joy, creativity, pride and accountability in our performance and contribution to the organisation

KEY RESPONSIBILITIES, GOALS & OBJECTIVES

Brand Management:

- Produce and manage annual, holistic communication strategies for the Marketing function that:
 - introduces new audiences to the QSO brand
 - retains current audiences
 - achieves strong ticket sales



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- promotes the QSO brand throughout Queensland and Australia
- 2. Manage the strategic development and use of the QSO brand, ensuring a consistent, appropriate and innovative presence in the market place
- 3. Successfully develop and manage the annual QSO Subscription Campaign which targets:
 - retention of current audiences
 - attraction of new audiences
 - achievement of subscription sales targets

Product Management:

1. Ensure the Marketing function successfully achieves agreed sales targets for product offerings
2. Develop, manage, implement and review marketing communication strategies for product offerings within allocated budget
3. Manage communications with external agencies
4. Ensure communications authorisations by QSO Copy Committee
5. Manage the creation, production, printing and distribution of marketing advertising, collateral and concert programs as identified within confirmed communication strategies
6. Supervision of delegated tasks to members of the marketing team

Budget Management:

1. In conjunction with the Director - Marketing and Development, establish agreed annual sales targets and regularly report against target
2. In consultation with the Director – Marketing & Development & the Chief Financial Officer, establish annual ticket pricing structures
3. Prepare annual box office and ticket build briefs for all events (including special events) for the marketing function in accordance with the above pricing structures
4. Prepare and submit annual budget recommendations for consideration
5. Manage allocated spends for brand and product campaigns including annual subscription campaign, concert series/events and regional activities

Market Research and Sales Analysis:

1. Coordinate and disseminate marketing research surveys and analysis into customer satisfaction and sales & audience targets
2. Analyse market research data/reports and make recommendations on opportunities and/or challenges
3. Manage the consistent and accurate capture of patron data in order to meet audience development and marketing objectives

External Partnerships/Relationships:

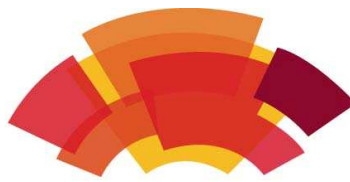
1. Build key external marketing relevant service-provider relationships/partnerships including those with concert venues, graphic designers, media buyers and other Arts organisations
2. Effectively service relevant partnerships/sponsorships from a marketing perspective and ensure all agreed activities take place within the allocated time frame

General Management:

1. Provide professional management and leadership to develop and equip Marketing team members
2. Act as a representative of QSO at concert events and networking and professional events
3. Review and manage all duly authorised venue / performance contracts as required on behalf of the Marketing function to ensure requests / requirements are satisfactory and achievable
4. Review and manage all contractual matters regarding external suppliers including but not limited to, graphic design, print management, public relations, online support and media buying
5. Regular work outside of normal business hours as required

General responsibilities:

- Prepare accurate and timely weekly, end of month and other reports as required
- Self development including developing, implementing and completing all performance objectives actions
- Review this Position Description annually to ensure it remains relevant
- Commit to and conduct all activities in accordance with QSO's values, mission statement and code of conduct
- Embrace, promote and apply all QSO processes
- Be an effective member of QSO's team



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- Identify and execute your tasks which result from QSO business planning
- Engage resources in accordance with QSO procedures and authority levels
- Adhere to QSO procedures for expenditure, cash management and revenue
- Be a champion for Zero Harm and apply safe work practices and procedures
- Perform work in compliance of QSO HR policies and practices and ensure HR issues are resolved in an appropriate and timely manner
- Perform other tasks that your manager may instruct you to undertake from time to time.

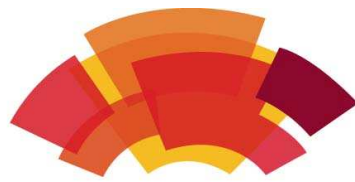
LEVELS OF AUTHORITY

It is the incumbent's responsibility to view and abide by any QSO policies & procedures that relate to their role.

CAPABILITY PROFILE		Desirable/ Required/ Mandatory
Formal Education / Qualifications/ Licenses	<ul style="list-style-type: none"> • A tertiary qualification in Communications, Business, Marketing or related discipline • Current "C" Class Driver's Licence 	Required Required
Experience	<ul style="list-style-type: none"> • Demonstrated high-level marketing experience in brand and product management • Experience in the Performing Arts industry with knowledge of the not-for-profit sector 	Required Desirable
Skills/Knowledge/ Abilities	<ol style="list-style-type: none"> 1. Demonstrated ability to forward plan, develop and deliver efficient and affective marketing strategies and campaigns 2. Advanced communication and negotiation skills including demonstrated: <ul style="list-style-type: none"> ▪ ability to represent QSO in a professional and ethical manner ▪ internal and external relationship building ▪ networking 3. Proven general management capability including effectively leading a team to achieve shared objectives 4. Proven ability in budget management 5. Highly developed administrative skills with demonstrated ability to: <ul style="list-style-type: none"> ▪ manage multiple tasks and emergent situations within conflicting deadlines ▪ solve problems proactively with a high level of attention to detail and within given timeframes 6. Ability to work independently as well as to actively participate in and effectively contribute to a team environment 7. Advanced computer literacy across a range of software packages including Word and Excel 8. Knowledge of: <ul style="list-style-type: none"> ▪ The Australian & Queensland Performing Arts Market ▪ The not-for-profit sector ▪ Key corporate sectors 9. Ability to embrace change 	Required Required Required Required Required Required Required Highly Desirable Required

AUTHORISATION

Employee	
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Signature		DATE	
Direct Manager			
Signature		DATE	
CEO			
Signature		DATE	
Human Resources Manager			
Signature		DATE	