

DIGITAL ENGAGEMENT MANAGER

Company Vision, Mission and Values

Our Vision

To be the leading theatre company in Australia, reflecting the changing world around us and enriching lives in a way only great theatre can.

Our Mission

To create exceptional theatre, relevant to our times, for the broadest possible audience.

Our Values

Excellence: In every aspect of our producing theatre and our operations we are as good as it gets.

Relevance: We are relevant to the lives of audiences and artists in this 21st Century.

Innovation: We innovate in theatrical practice and all our operational endeavours, recognising that innovation requires risk and sometimes failure.

Growth: We expand our audience reach by presenting great theatre to as much of humanity as possible.

Sustainability: We plan and execute strategies which expand and extend our revenue streams to ensure our survival and growth into the future.

Diversity: We honour and reflect the diversity of our society through the stories we tell, and the artists who tell them, to ensure MTC is one of the principal storytellers for all Australians.

Purpose of the Position

The Digital Engagement Manager works closely with all members of the Marketing and Communications Department to expand reach, engagement and revenue on each of MTC's digital channels and grow MTC's market position in the arts and entertainment industry.

Key Relationships

Reporting directly to the Marketing and Communications Director, the Digital Engagement Manager works on a daily basis with all members of the marketing team, and supervises digital content creation by the Digital Coordinator, and others within the Company.

This role also works closely with MTC's ticketing team, production and artistic, stage managers, creatives and cast.

Other key relationships are with subscribers, single ticket buyers, prospective theatre-goers, venues, related arts organisations, stakeholders and the University of Melbourne.

Marketing and Communications Department

Director of Marketing and Communications

Marketing

Marketing Manager

Marketing Campaign Managers x 2

Digital

Digital Engagement Manager

Digital Coordinator

Design

Lead Graphic Designer / Art Director

Graphic Designer

Communications

Senior Manager, Communications and External Relations

Publicist

Editorial Content Producer

Duties & Responsibilities

Duties and responsibilities include, but are not limited to:

Overarching

- Lead MTC's Digital Engagement Strategy, driving engagement, reach and revenue across MTC's marketing platforms including e-communications, website and social media
- Manage a digital marketing unit, supervising the Digital Coordinator and providing digital marketing guidance to other digitally aligned roles in the company to ensure high digital standards
- Create data driven digital campaigns that compliment overarching traditional marketing campaigns to meet and exceed marketing targets
- Use CRM database (Tessitura) and a variety of digital tools (such as Google Analytics, Facebook, SEO) to analyse data and generate regular reports to gauge effectiveness of MTC channels, and identify new opportunities and improved digital outcomes
- Manage digital budgets, meet financial targets and prepare accurate financial reconciliations and reports as required
- Present digital marketing plans and strategies to various groups, such as the management team, MTC board and key internal and external stakeholders as required
- Source and cultivate relationships with external suppliers and stakeholders such as digital consultants, MTC's web development company, database community, ticketing service providers, digital agencies and EDM and CMS providers to ensure MTC is constantly up-to-date with best practice, exceeding benchmarks and extending reach
- Coordinate, train and support other staff who use online platforms such as EDM software, social media and analytics platforms
- Liaise with key MTC venue, ticketing and box office personnel to deliver the highest quality holistic theatre experience possible and ensure all MTC's digital touchpoints adhere to MTC standards

Website

- Project manage company-wide web projects as a key member of the MTC web development team, leading large scale website developments and coordinating ongoing maintenance, upgrades and bug fixes for MTC digital platforms
- Manage and maintain dynamic, up-to-date content for the MTC website, taking full advantage of opportunities offered by the CMS and CRM software
- Upload new performance events, liaising closely with the ticketing department to manage on-sales ensuring high quality systems, processes and standards for customer data capture

Social Media

- Oversee MTC's social media platforms, strategy and out-of-business-hours roster, growing reach and engagement, tracking and evaluating content
- Ensure MTC's brand reputation is upheld at all times within the social environment, managing messaging and working with the communications team to identify and/or escalate issues, minimise risk and responding in a timely and effective manner
- Work with the Marketing Manager and Marketing Campaign Managers to deliver effective, targeted social media advertising campaigns including retargeting and prospecting

E-Communications

- Oversee creation of compelling, targeted, creative email campaigns, including Monthly Newsletters, show campaign e-mails and pre- and post-show emails, in order to grow audience numbers, sales and engagement
- Work closely with the Digital Coordinator and Data Analyst to undertake high level usage of segmentation tools in order to extract and segment lists for email campaigns that compliment overarching marketing campaigns, in line with best practice
- Manage use of EDM software (Wordfly) including any required developments and ensuring data integrity is maintained

Digital Content

- Oversee content output across all digital profiles, including management of e-Comms schedule, social media and related digital assets
- Advise and support key roles on the production and distribution of creative multimedia and editorial content to engage and improve the audience experience, including provision of guidelines and specifications to content creators as well as management of some digital content as required
- Work with design and marketing units to ensure digital assets are produced to meet brand guidelines and standards

Innovation and growth

- Acting as a digital marketing advisor on a variety of cross-company digital projects, working closely with the Marketing and Communications Director in order to meet MTC's strategic objectives
- Keep up to date with online trends, content creation and technological advancements to drive revenue outcomes, enhance access and engagement, keeping the Company on top of new innovations and trends in the digital sphere

- Work with the Development Department to source digital partners and grants, supporting the realisation of corporate partnership contractual requirements

MTC Digital Theatre

- Provide oversight of the promotion of MTC Digital Theatre, while offering marketing and content production assistance to the MTC Digital Theatre team as required
- Manage MTC Digital Theatre web platform alongside the Ticketing department, including uploading and distribution of video assets, ticketing, data collection and ongoing web development
- With the Digital Theatre team, maintain and establish external relationships for further distribution of MTC Digital Theatre productions
- Work with the Director of CRM & Insights to provide ongoing reviews and analysis of MTC Digital Theatre to key stakeholders

Skills & Attributes

The key requirements for this role are:

- Qualification in marketing or a relevant discipline
- A minimum of five years digital marketing experience
- A broad understanding of the performing arts and the interests of MTC audiences
- Experience managing large scale website projects, upgrades and maintenance
- Demonstrated ability to manage effective e-communication campaigns and strategies that drive revenue and meet desired objectives
- Experience in managing compelling social media campaigns and increasing audience engagement
- Knowledge of multimedia creation including production processes and techniques
- Accomplished data analysis and evaluation skills (ideally including Google Analytics and Tessitura) with an ability to use data insights to inform campaign planning
- Strong financial management skills to manage and deliver key digital projects to budget
- Effective interpersonal and communication skills, demonstrating an ability to manage, guide and empower colleagues
- Exceptional written communication skills, including writing, editing and proofreading skills
- A willingness to learn and an ability to multi-task under pressure in a busy environment
- Highly proficient computer literacy – including experience with databases, CMS systems and the Adobe suite

Health & Safety

All MTC staff are responsible for the following safe work procedures and instructions:

- All employees are to comply with the EHS manual
- Adopt work practices that support Health & Safety programs
- Take reasonable care for the safety of one's own health and safety and that of other people who may be affected by their conduct in the workplace

- Seek guidance for all new or modified work procedures to ensure that any hazardous conditions, near misses and injuries are reported immediately to supervisor
- Must not wilfully place at risk the health or safety of any person in the workplace
- Participate in meetings, training and other environment, health and safety activities
- Must not wilfully or recklessly interfere with or misuse anything provided in the interest of environment health and safety or welfare
- Wear personal protective equipment as provided
- Use equipment in compliance with relevant guidelines, without wilful interference or misuse
- Must cooperate with MTC management in relation to actions taken by MTC to comply with Occupational Health and Safety and Environmental legislation

In addition, all managers/department heads must:

- Be responsible for the day-to-day management of Health and Safety issues
- Ensure adequate consultation with MTC staff and contractors regarding Health and Safety
- Implement MTC's Health & Safety policies and procedures, and the annual Health & Safety scheduled requirements
- Follow all agreed procedures in consultation with staff
- Ensure that all new staff or contractors receive induction Health & Safety training prior to commencing any new work practices or using new equipment
- Participate in regular workplace inspections and ensure that required changes are implemented within the required timeframe
- Maintain appropriate records as required under the University of Melbourne's Safety Mapping program
- Investigate all reported incidents and develop plans to prevent a similar occurrence
- Participate in safety meetings (where applicable) and other safety programs
- Apply appropriate return to work and injury management within their section

Access and Inclusion

MTC is an Equal Opportunity Employer committed to providing a safe working environment. We embrace and value diversity and inclusion in the workplace. Diversity includes all the ways in which employees differ, and the valuable contribution that all of these differences bring to the Company.

MTC encourages applications from Aboriginal and Torres Strait Islander people, people with diverse cultural backgrounds and people with disabilities. It is our policy to consider reasonable adjustments for qualified applicants with disabilities.

VERSION			
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