

POSITION DESCRIPTION: **Marketing Manager (0.8)**

Orchestra Victoria

Orchestra Victoria is one of two specialist opera and ballet orchestras in Australia. Established in 1969 as the Elizabethan Melbourne Orchestra, Orchestra Victoria is the performance partner of The Australian Ballet, Opera Australia and Victorian Opera. The Company performs regularly in the State Theatre and other professional venues in Melbourne, Victoria, and from time to time performs interstate with its national performance partners. Beyond its activities in the theatre pit, Orchestra Victoria also presents concerts and education workshops in regional and outer metropolitan centres across Victoria.

Orchestra Victoria has performed in partnership with The Australian Ballet for over 40 years. In 2014 Orchestra Victoria became a wholly-owned subsidiary of The Australian Ballet.

Orchestra Victoria's administrative offices are located at 7 Blackwood Street, North Melbourne, 3051.

Role overview

The Marketing Manager (0.8) is a newly created part-time role that has the responsibility to manage all of Orchestra Victoria's work outside of our partner company seasons, known as our self-presented seasons. These include our stage performances, community outreach and education programs, regional touring and co-producing projects. This work makes up 12 weeks of the orchestra's year. The role is also responsible for the general brand development, PR, marketing and philanthropic campaign support for the Company. This position reports to the CEO but works closely with the Artistic Planning, Philanthropy and Administration teams.

This role will play a critical part in building Orchestra Victoria's independent brand identity and growing its diverse audiences, consistent with the company's values and strategic ambitions. The Marketing Manager is expected to uphold and express OV's brand voice and values in all communications.

The position is based in Melbourne but may require regional travel within Victoria. Hours of work may be varied to accommodate the performance schedule of the Company and may occasionally include work on weekends and in the evenings.

1. SPECIFIC ROLES AND RESPONSIBILITIES:

Campaign Marketing and Copywriting (50%)

- Plan, develop and implement end-to-end marketing campaigns for Orchestra Victoria's Self-Presented seasons, across digital, social media, print and broadcast channels
- Develop and roll out master brand marketing campaigns to ensure consistent brand visibility and engagement across our digital platforms
- Manage campaign timelines, budgets and reporting to ensure delivery of campaigns within scope and objectives
- Write compelling and engaging copy for the website, direct email campaigns, concert/event invitations and other collateral
- Liaise with the Orchestra and Administration Officer to develop social media post calendar, copy and assets
- Incorporate post-campaign evaluation and audience feedback analysis into campaign delivery
- Monitor and report on campaign performance against agreed metrics (e.g. ticket conversion, engagement rates, audience growth by segment) and use insights to inform future strategies
- Develop and maintain a consistent tone of voice aligned with Orchestra Victoria's brand
- Contribute to the strategic planning and creative development of marketing campaigns, ensuring alignment with Orchestra Victoria's brand values, audience growth goals, and organisational priorities
- Actively participate in planning meetings with artistic and administrative teams, providing audience insights and creative input to support programming and engagement decisions

Design, Record & Broadcast & PR support (10%)

- Produce basic graphic design for marketing campaigns using tools such as Canva or Adobe Creative Suite
- Where necessary, engage external graphic designers for curation of additional marketing assets
- Coordinate the recording, editing and broadcasting of performance content for online or media distribution
- Engage third-party R&B experts to deliver high-quality audio-visual materials

Public Relations (10%)

- Coordinate Public Relations Strategy
- Write media releases and work with external PR consultant to build and liaise with media contacts
- Coordinate media requests, build and maintain up-to-date press kits
- Seek out editorial coverage for self-presented seasons

Marketing Strategy & Audience Development (20%)

- Monitor analytics across website and other digital platforms to inform future campaigns and reporting
- Develop and implement audience development strategies informed by audience segmentation, loyalty-building initiatives, and audience insights
- Work proactively to identify and engage priority audience segments (eg. Younger cultural explorers, regional audiences, values-aligned communities) and convert first-time attendees into repeat attendees and advocates
- Manage 1:1 marketing (eDMs) and utilise CRM and eDM tools
- Work alongside Artistic Planning & Engagement Manager on ticketing strategies for self-presented seasons

Philanthropy Support (5%)

- Support the Philanthropy Manager with marketing collateral and campaign materials for fundraising initiatives and donor engagement

PREFERRED SKILLS AND EXPERIENCE

Essential

- 3-5 years of experience in a senior arts marketing role
- Tertiary qualification in a relevant field (eg. Marketing, Arts Management)
- Demonstrated experience planning and delivering multi-channel marketing campaigns
- Strong copywriting and editing skills across various content types and platforms
- Advanced computer skills and abilities, particularly with the Microsoft Office Suite, and experience with a range of social media and website content
- Basic competencies in graphic design software (ie. Canva, Adobe Suite) and email marketing platforms
- Ability to manage competing priorities, work autonomously and within a team environment as well as meet deadlines
- Strong administrative and relationship skills with external stakeholders
- High attention to detail

Desirable

- Experience in Tessitura or equivalent CRM/ database systems
- Experience with audience development strategies and tools
- Experience in developing and/or overseeing the development of a brand narrative and style
- Understanding of PR and media relations in an arts and cultural context
- Familiarity with fundraising or philanthropy campaign support
- Knowledge of the classical music, orchestral, ballet and/or opera industry
- Skills in audience segmentation and data-driven marketing
- Skills in proactive media engagement and storytelling
- Experience with post-campaign analysis and reporting

2. ORGANISATIONAL VALUES

Artistry

Enabling transformative music, collaboration and creative excellence is at the heart of everything we do. *We share our knowledge & value each other's expertise.*

Impact

Our collaborations enrich our community, leaving a lasting legacy.
We act with generosity & positive intent

Openness

We create a unified company through shared understanding.
We listen to learn & find solutions together. We do what we say we will.

3. KEY PERFORMANCE INDICATORS (Year 1)

- Deliver all scheduled marketing campaigns on time and within budget, with campaign briefs completed and approved at least 3 weeks prior to campaign launch
- Social media channels see increased follower growth of 10%
- Produce a minimum of 5 original content pieces per month
- Deliver all Philanthropy marketing requests by agreed deadlines
- All ticketing income and marketing budgets met for all Self-Presented seasons

4. FEEDBACK AND ANNUAL PERFORMANCE REVIEW

Feedback from the Chief Executive Officer throughout the year should be constructive and timely.

An annual review will be held to focus on fulfillment of the Specific Roles and Responsibilities and the achievement of the Key Performance Indicators together with planning objectives for the forthcoming year, developed in collaboration with the CEO. Orchestra Victoria will support identified resources and training required to achieve the objective

5. RELATIONSHIPS

Reporting to: Chief Executive Officer

Key Relationships: OV Artistic Advisor
Artistic Planning and Engagement Manager
Orchestra & Administration Officer
Philanthropy Manager
Orchestra Musicians
TAB Marketing & Brand

6. PHYSICAL REQUIREMENTS OF THE POSITION

Due to the geographic layout and nature of work the Marketing Manager will be required to undertake a diversity of tasks which may require various forms of mobility.

Element	Weight range / activity	Assistance available	Maximum frequency
Undertake administrative tasks including intensive keyboard/computer work	Sitting, reaching, bending, twisting	Ergonomic work stations and training	Daily
Use technology including computer, printer, fax machine, photocopier	Reaching, twisting, stretching, bending	Ergonomic work stations and training	Daily
Undertake manual handling of equipment, materials and supplies	Lifting, stretching, carrying, bending	Appropriate storage and handling equipment, and training	Regularly
Travel	Sitting	Appropriate luggage supplied by employee	Occasionally

7. **DATE:** **6 October 2025**

Authorised by: Vanessa Pigrum
Acting Chief Executive Officer
Orchestra Victoria

For all enquiries about this role please contact Vanessa Pigrum via email at vanessap@orchestravictoria.com.au

Applications should include

- a cover letter (2 pages max) addressing the Essential Skills and outlining your relevant experiences, motivations and suitability for the role – you do not need to address each Skill individually;
- Your CV