



POSITION DESCRIPTION

Position:	Marketing Manager
Reports to:	Director of Marketing & Communications
Direct reports:	n/a
Term:	Initial 12-month term
Location:	Brisbane, Australia

About QMusic

QMusic is the peak body for Queensland's music sector, a not-for-profit dedicated to securing the future of an industry that delivers artistic, cultural, social and economic value to Queensland.

With ongoing funding commitments from the state and federal government and partnerships with local government authorities across our state, we run a series of programs and events focused on building industry capacity, market growth and artistic development.

We provide powerful platform events to showcase Australian talent to audiences here and around the globe, all the while acting as a key advocate for the sector and investing in the grassroots of music across our state.

Key events include BIGSOUND, the largest music industry event in the Southern Hemisphere, the QUEENSLAND MUSIC AWARDS, our state-wide skills and capacity building program QMUSIC CONNECT - as well as festivals like VALLEY FIESTA, and fellowships such as the Billy Thorpe Scholarship and the Grant McLennan Fellowship.

POSITION SUMMARY

The Marketing Manager is responsible for the delivery of marketing campaigns and communications solutions for all QMusic programs and events to achieve organisational goals. The Marketing Manager plays a key role liaising with the programming and partnerships teams, and external service providers to execute marketing campaigns.

KEY RESPONSIBILITIES

Campaign Planning

- Execute marketing strategies to motivate attendance, enhance engagement and achieve targets.
- Implement cross-promotional opportunities with sponsors, partners, and affiliated organisations.
- Manage timelines and budgets.



- Source quotes, negotiate and book schedules with media and deliver assets to meet deadlines for advertising across all mediums (tv, radio, digital, print, outdoor and online).
- Create briefs for suppliers such as design agencies, distribution companies, printers, photographers, videographers and digital agencies.

Campaign Management

- Write media releases for QMusic programs working with Government, corporate and industry partners.
- Work with CEO and Director of Marketing & Communications to develop, design, implement and manage the communication program for QMusic's membership base.
- Manage event marketing campaigns to achieve audience and ticket sales targets.
- Develop publicity plans for campaigns and communicate key messages.
- Create and maintain a media contact list and oversee distribution and follow up all of publicity material.
- Devise and implement specific communications campaigns including advertising, direct marketing and promotions.
- Manage relationships with photographers, videographers, designers, printers and all external suppliers including briefing, creative development and approvals.
- Manage activities of external service providers to ensure activities are delivered on time, on budget and with brand consistency.

Content Creation

- Assist with social media schedules, including content planning, writing, posting & optimisation.
- Create high impact audience-focussed content for campaign communications across multiple channels including eDMs, social media, digital and print advertising, TV and radio.
- Leverage owned channels to drive conversion, sales and grow the community across all owned platforms.
- Assist with email campaign schedules, segmentation and content creation for QMusic workshops and events.
- Update QMusic websites and build forms and events as required.
- Optimise brand visibility, navigation, and conversion opportunities.
- Ensure sponsor deliverables across digital and social channels are met.

Stakeholder Management

- Liaise with other internal departments including Partnerships and Programming to manage their marketing and communications needs and ensure delivery within agreed timelines.
- Liaise with agencies, printers, artists and other relevant external suppliers and stakeholders.

Administration

- Maintain accurate and up-to-date records for:
 - Marketing timelines and checklists
 - Marketing campaign planning and deliverables
 - Budget tracking



- Purchase orders and invoices
- Marketing data collection, reporting templates and monitoring tools.
- Prepare post-event marketing reports for sponsors and marketing partners.
- Other tasks as required to fulfil the role.

KEY CAPABILITIES

- Tertiary qualifications in Marketing, Communications or other related field, or equivalent industry experience.
- Demonstrated experience in delivering marketing, communications and digital strategies in a music, arts or creative industries context; and managing and growing online communities.
- Experience in managing staff.
- Highly developed social media skills.
- Highly developed publicity and PR skills.
- Demonstrated experience in delivering data-driven and evidence-based strategies, and a strong understanding of audience segmentation and critical evaluation and measurement.
- Highly developed oral and written communications skills, an ability to adapt styles to suit audiences, and well-developed influencing and negotiating skills.
- An understanding of, and enthusiasm for the music industry.
- Proven track record in building and managing relationships with a range of internal and external stakeholders.
- Positive attitude to working in a small team and an outcome focused approach.
- The ability and drive to take initiative, think creatively and adapt to change.
- Strong experience in event marketing is desirable.

KEY RELATIONSHIPS

Internal: Director of Marketing & Communications, Members of the Programming, Partnerships, and Finance teams

External: Marketing suppliers and contractors

POLICIES AND WORKPLACE PRACTICES

All QMusic employees are required to acquaint themselves with the organisation's policies and procedures and to abide by them at all times. It is expected employees will:

- Uphold the QMusic Values
- Be respectful towards the organisation, colleagues, clients and general public
- Act collaboratively with all colleagues
- Act in safe and responsible manner at all times

Additional Information:

- Flexible work hours required for weekend and evening events.



APPLICATIONS

- Please respond to the selection criteria and provide a CV including three references.

Email your application to: careers@qmusic.com.au by **COB Friday 20 May 2022**.

Enquiries: Please contact the QMusic office on (07) 3257 0013 or info@qmusic.com.au