

Position:	Marketing Manager	Reports to:	Senior Marketing Manager
Department:	Marketing	Status:	Full-Time
Term:	Ongoing	Direct Reports:	N/A

Michael Cassel Group produces and presents world-class musical and theatrical productions. Our reputation for marrying artistic excellence and commercial savvy has positioned Michael Cassel Group as one of the world's leading theatrical producers. Through our continued successes, we are expanding the business' interests to include investment, acquisition, and creation of new theatrical intellectual property in Australia, Broadway and on the West End.

*We are looking for a dynamic **Marketing Manager** who is directly responsible for supporting the Senior Marketing Manager in implementing all media and strategic planning, marketing plans, media schedules, advertising creative, partnerships, and promotional activities to maximise ticket sales on all theatrical productions.*

KEY RESPONSIBILITIES

- Collaborate with Head of Marketing and Senior Marketing Manager to determine overall marketing and sales strategy.
- Manage day-to-day marketing campaigns and ensure all activity supports the agreed strategies, remaining within budget and achieve sales goals agreed with ticketing.
- Manage day to day efforts of the project team across ticketing, media, social media, creative, promotional and publicity agencies to drive the marketing and sales strategies.
- Keep Head of Marketing and Senior Marketing Manager updated on the production's day-to-day and future marketing operations.
- Work with appointed media agencies to deliver media strategy, planning and buying on time and on budget.
- Work with digital team to develop, execute and sustain innovative online strategies incorporating website, online media and social
- Develop creative briefs and oversee deadlines, trafficking and approval of all creative assets and production with appointed advertising agency.
- Work with appointed social media manager to drive creation and implementation of social media activity, including overseeing creation of content and ensuring this activity drives engagement and revenue.
- Develop and maximise relationships with partners and key stakeholders to maximise support through online activity, media channels and third-party promotions.
- Create marketing presentations to pitch media, tourism and other third parties for partnerships on each production or event.
- Manage partner contract fulfillment and asset creation.
- Work with ticketing team to analyse ticket sales, customer research, market conditions and trends across entertainment categories, price and demand, and competitor information.
- Work with the publicity team to create and manage press events and opportunities, PR launches, partner and trade events including hospitality, cast performances, meet ad greets and workshops.
- Ensure consistent and accurate reporting in conjunction with the finance department.
- Work with the finance team to raise POs and pay bills for vendors.
- Provide marketing support as required to contribute to the success of all our offerings.
- Other duties as required.

ENVIRONMENT

- Work collaboratively with internal and external stakeholders;
- Meet with internal stakeholders on a regular basis;
- Work collaboratively and willingly in a small team that is "all hands-on deck".
- Work to Company's policies.
- Reflect the Company's culture and brand with external partners and stakeholders by functioning in a manner which is collaborative, contemporary, innovative, ambitious and, importantly, fair.

Requirements

- An understanding of production brand guidelines, marketing strategies and assets.
- Minimum 5 years successful experience in marketing management from strategy to implementation either as a client or in an advertising or media agency.
- A strong understanding of the requirements of maintaining sales targets in a competitive and dynamic marketplace.
- Experience in, and passionate about live entertainment.
- Highly proficient in Microsoft Outlook.
- Web savvy and a firm grasp of social media.
- Marketing Degree or relevant tertiary qualification.

Capabilities and competencies

- Superior written and verbal communication skills.
- Strong decision-making skills with a persuasive and credible presentation style.
- Highly organised with meticulous attention to detail.
- Ability to exercise creative thinking and initiative.
- Ability to prioritise, problem solve and work to strict deadlines in a busy environment.
- Ability to work well under pressure in a fast-paced, ever-changing environment.
- Highest integrity in professional and personal life.

The position description is not an exhaustive list and may change from time to time to meet the changing needs of the Company.

This Marketing Manager role is based in **Sydney**.

Applications close Monday 21 June 2021.

Applicants are required to submit the following information to recruitment@michaelcassel.com

- Current Resume;
- Cover Letter including your notable achievements in a similar role; and
- Contact details for 2 referees.