

POSITION:	Marketing Manager	DEPARTMENT: Marketing
LOCATION:	445 Hay Street Perth, WA	
CONTRACT TERM:	Fixed Term (1 year, Maternity Cover)	
EFFECTIVE DATE:	December 2025	

1. OUR PURPOSE

We provide the soundtrack to life by creating, curating and presenting high quality musical and entertainment experiences for the enjoyment of all West Australians. [Click here for more about WASO.](#)

2. THIS POSITION

The Marketing Manager is WASO's audience experience expert and brand custodian. You will develop sophisticated multi-channel campaigns that will drive engagement with our brand, while energising our team to implement them. This includes the management of marketing resources and channels for our annual campaigns to effectively deliver audience and income targets in support our mainstage and community programs. With an inquisitive mind, a keen eye for detail and passion for compelling audiences to action, WASO's Marketing Manager is data driven, customer focused and supported by an enthusiastic and talented team.

3. KEY RELATIONSHIPS	
REPORTS TO	Director of Marketing
DIRECT REPORTS	- Marketing Campaign Specialist - Graphic Designer
KEY WORKING RELATIONSHIPS	- Digital Marketing Specialist - Communications Specialist - Ticketing & Customer Service team
KEY EXTERNAL RELATIONSHIPS	- Ticketing agencies - Media partners - Concert promoters - Venue teams - Suppliers of marketing/advertising services

4. WASO VALUES	BEHAVIOURAL REQUIREMENTS
EXCELLENCE Our pursuit to be the best never ends	- We continue to learn and improve as individuals and as a team - We celebrate our achievements and those of others - We value a disciplined workplace that nurtures a strong culture of creativity and innovation - We are open to give and receive constructive feedback
PASSION We love what we do and share this enthusiasm with others	- We take great pride in our place and in our connections with the community - We stand up to our challenges, bringing energy, commitment and resolve - We find meaning and joy in the little things, because all of them count for the big ones - We look ahead with optimism and make informed decisions for our future
TEAMWORK We are better when we're together	- We prioritise the health, safety and wellbeing of ourselves and those around us - We understand our role, and how this contributes to the company's place in our community - We honour our commitments to get the job done well, and ask our colleagues to bring the same high standard each day - We communicate with respect at all times and take ownership of our actions

5. KEY RESPONSIBILITIES	
	1. Campaign Development, Management & Implementation 2. Research, Analysis & Reporting 3. Budget Management 4. Brand Management 5. Key relationships 6. Health and Safety
KEY RESULT AREA	MAJOR ACTIVITIES
1. Campaign Development, Management & Implementation	• With the Marketing Campaign Specialist develop and execute concert marketing strategies and channel plans to drive subscription, single and group ticket sales • With the Digital Marketing Specialist, define the best digital and social media activities across paid and free platforms to maximize attendance. • Oversee direct mail content and design briefs for a broad range of marketing collateral and activations. • Work with the Artistic Planning team and concert promoters on marketing strategies for concert co-productions and hire arrangements • Liaise with external ticketing agents including Ticketek on concert marketing to drive sales. • Work with the Development and Community Engagement teams to celebrate the impact we have on our community and the partners/donors who support our vision. • Set up and manage the annual media partnerships and ensure they are leveraged throughout the year.
2. Research, Analysis & Reporting	• Establish a deep understanding of our audience segments and use data to inform our decisions. • Analyse campaigns, assessing response rates, cost-benefit and effectiveness and adjusting as required. • Monitor and report progress towards sales targets and implement any course corrections necessary. • Evaluate WASO's marketing strategies in context with the company's planning cycle for continual improvement.
3. Budget Management	• In consultation with the Director of Marketing, set the expenditure budget for marketing and define how it is distributed across the channels. • Manage, track and be accountable for campaign budget expenditure. • Monitor sales targets with the objective to take action on achieving annual single ticket sales budget. • With the Director of Marketing, monitor and adjust ticket inventory and pricing to maximise revenue and attendance.
4. Key relationships	• Nurture strong connections with WASO's Artistic Planning, Community Engagement, Development, Business Services and our Orchestra. • Develop productive relationships with stakeholders, including venues, local and national arts organisations, suppliers and media partners. • Oversee the graphic design support services provided by the Graphic Designer to other WASO departments.
5. Health and Safety	• Ensuring the health, safety and welfare of yourself and other employees, customers and visitors as outlined in the WASO Employee Handbook.

CORE COMPETENCIES

a) Skills:

- Proven ability to manage and execute marketing campaigns;
- Ability to drive sales and meet sales targets;
- Excellent written and verbal communication skills;
- Computer literate across the Microsoft suite;
- Strong numerical skills and analytical ability;
- Strong attention to detail;
- Customer Relationship Management (CRM) database experience (Tessitura preferred);
- Understanding of market segmentation and direct marketing applications, and
- Experience with software programs used to execute digital and print advertising.

b) Knowledge:

- Tertiary qualification in marketing;
- Strong and demonstrated understanding/application of marketing principles in a sales environment; and
- Solid experience as a marketing professional.

c) Attributes:

- Demonstrates strong leadership qualities;
- Demonstrate staff management;
- Able to work autonomously and as part of a small team;
- Ability to think creatively and demonstrate problem solving skills;
- Able to multi-task and to work to strict deadlines within budgets;
- Strong visual literacy;
- Willingness to work outside normal business hours; and
- Regular attendance at concerts.

Desirable

- Experience in marketing with a live entertainment product with ticketed events; and
- A keen personal or professional interest in classical music and/or the arts.