

JOB DESCRIPTION

Job Title:	Digital & Social Media Marketing Manager
Base Salary Range	On application
Responsible to:	Head of Marketing & Event Development
Duration	12 month contract

OUR COMPANY

Enriching the Territory with incredible event experiences is what drives us.

Since 1999, Northern Territory Major Events Company (NTMEC) has been delivering and supporting events from the Top End right down to the Red Centre. Our team is passionate about the Territory's events industry and takes great pride in the company's diverse events portfolio.

As the peak body for events in the Territory, NTMEC strives to grow industry capacity, strengthen our identity as an exciting place to live and work, and deliver world-class events to boost visitation and ultimately strengthen the Territory's economy.

THE ROLE

People are our most important and valued asset. Working at NTMEC is more than a job; it is a commitment to promote the Territory as a unique, world-class event destination like no other.

As part of a multi-disciplined marketing, you will be responsible for delivery of all digital marketing activities. You'll ideally be an experienced marketer with skills across the spectrum of digital marketing including digital strategy, content creation, web development, email and social.

Reporting to the Head of Marketing, you'll lead, enhance and execute NTMEC's digital strategy for our portfolio of events to contribute to The Territory's visitor economy.

Key Duties and Responsibilities:

1. Management and delivery of fully integrated digital marketing strategies across NTMEC's event portfolio including
2. Performance optimisation for NTMEC's websites including copywriting and search engine optimisation.
3. Develop and execute email marketing strategies for individual events including analysing performance and making recommendations to improve deliverability, open rates, click-through rates and conversion.
4. Manage and administer a customer relationship management (CRM) system including segmentation, personalisation and maintain data hygiene.
5. Measure and report on performance of all paid digital activity with a focus on Facebook, Instagram and Google AdWords.
6. Strategic oversight and analysis of the organic social media activity and community management delivered by the Digital & Social Media Specialist.
7. Monitor and evaluate emerging technologies and maintain knowledge of digital landscape, continuously working to improve knowledge of best practice, trends and apply to our business where relevant
8. Ensure brand alignment and integration of the customer journey online
9. Lead the organisational social media policy and guidelines and social media response during critical incidents and crisis.
10. Develop and maintain effective collaborative partnerships with media, industry, stakeholders and Government, at a local and national level.
11. Assist with preparing briefings and correspondence, including campaign briefs and service agreements.

Selection Criteria:

1. You will believe in our events and have a passion for the Territory. You will have the ability to flex above standard operating level to drive ticket revenue and increase interstate attendance.
2. You will have strong interpersonal and communication skills and process a friendly and mature approach to your work and have the proven ability to work collaboratively across government, industry and key event stakeholders.
3. You will have an expert understanding of new and existing digital content delivery methods including SEO, digital advertising, and social media.
4. You will be able to demonstrate your ability to turn insights and data into delivering and reporting on effective digital campaigns, website management and social media engagement specifically with Google Analytics and Google Data Studio.
5. You will have a strong understanding in website architecture across web development and website enhancement.
6. You will have outstanding communication skills with high attention to detail. You must have ability to write, edit and proof read copy.
7. You will have excellent IT skills including the use of content management systems like WordPress, HTML, CRM systems, social media platforms, and analytical tools
8. You will be a pro at managing agency relationships and convey brand strategies and plan
9. You will be a key contributor to the business goals, have a willingness to be in it together and find solutions for all. You are also open to opportunities outside of job scope as the business evolves and have the ability to work autonomously.

You will be required to work some weekends and public holidays, Intra-Territory travel may be required.

BENEFITS

We will support you to implement innovative ways of working in a collaborative, people-focused and results-driven business. An attractive remuneration package is on offer for the right candidate.

Approved:

Tim Watsford, CEO, NT Major Events Company