

Position Description



Position title	Marketing and Communications Manager	Location	Sydney
Department	Engagement	Work type	Full-time
Reports to	Director of Engagement	Term	Ongoing

COMPANY VALUES

AYO's vision is that all young Australians are empowered with musical knowledge, imagination and a love of music.

AYO's values are the guiding principles for decision making and interactions in our workplace:

Quality, Respect, Creativity & Connection

POSITION OBJECTIVE

This hands-on role is responsible for devising and implementing effective marketing and communications campaigns for the Australian Youth Orchestra's annual programs, campaigns, concerts and key activities. Working closely with all members of the AYO team, the purpose of the role is to build engagement across all AYO market segments, ensure high-quality customer service, and increase the presence, profile and position of AYO across Australia and internationally.

DUTIES AND RESPONSIBILITIES

- 1. Strategic Marketing and Brand Management**
 - Contribute to the development of AYO's Engagement strategy
 - Conduct market research and audience analysis to inform the Engagement strategy.
 - Oversee the management and maintenance of AYO's website and social media channels, ensuring content is accurate, current, and relevant to the target audience(s).
 - Ensure all AYO content adheres to brand and style guidelines, including tone of voice, maintaining consistency across all platforms.
 - Liaise with performance venues to ensure a high-level customer experience for our patrons and consistent brand presentation (e.g., banners, flyers, programs).

- Stay informed on marketing trends, technologies, and best practices to innovate and optimize campaigns and AYO's brand positioning.

2. Campaigns and Audience Development

- Develop and execute marketing and communications campaigns for AYO programs, concerts, annual appeals, and other key initiatives, ensuring timely delivery within budget.
- Monitor and adjust campaigns to optimize results, including tracking ticket sales and maximizing attendance.
- Develop and implement audience engagement strategies to attract new audiences, deepen connections, and encourage repeat attendance across key segments, including first-time attendees, regular concert-goers, and AYO community.
- Manage and monitor campaign budgets.
- Manage internal approval processes for all marketing and communication materials.
- Oversee the production and distribution of print and digital marketing materials and advertisements.
- Liaise with venues for ticketing and marketing support for AYO concerts.

3. Content Creation and Storytelling

- Guide the creation and distribution of written material including newsletters, invitations, reports and campaign emails.
- Guide the creation and distribution of visual content including promotional videos, behind the scenes videos and concert recordings.
- Write and proofread marketing copy as needed.

4. Digital Marketing and Social Media

- Develop and implement digital marketing strategies across platforms.
- Utilize analytics tools to measure campaign effectiveness and ROI.
- Collaborate with the marketing team to guide the creation of EDMs, e-newsletters, and digital content, ensuring timely and coordinated delivery.

5. Media Relations and Publicity

- Build and maintain relationships with media outlets, journalists, influencers, and industry partners.
- Write and distribute targeted media releases.
- Work with the Director of Engagement to develop and execute public relations strategies.

6. Reporting and Data Analysis

- Analyze and report on the effectiveness of marketing campaigns, providing regular insights into ticket sales, financial performance, and

operational data.

- Conduct audience surveys and produce analysis reports.
- Contribute to the preparation of annual reports, business plans, and acquittals.
- Maintain an archive of promotional materials, press clippings, and programs.

7. Team and Project Management

- Conduct weekly campaign meetings to monitor and adjust campaign progress.
- Educate and motivate staff responsible for maintaining the AYO brand across all communications.
- Act as the main point of contact with external marketing suppliers (e.g., designers, printers, and distribution companies).
- Manage front-of-house duties at AYO concerts and provide on-site support for programs.
- Assist the Director of Engagement in recruiting, training, and supporting department staff.

Qualifications and Experience:

- Proven experience in marketing, communications, or a related field, preferably in the arts or entertainment industry.
- Strong understanding of digital marketing, social media platforms, and content creation.
- Exceptional written and verbal communication skills.
- Ability to work under pressure and meet deadlines in a fast-paced environment.
- Experience in managing teams and collaborating across departments.

Lived Values in the Workplace

- Actively support AYO's purpose, values and strategic vision
- Operate in accordance with AYO's policies, procedure and practices
- Positively and constructively represent AYO to external stakeholders
- Behave in a way that contributes to a workplace that is free of discrimination and harassment and ensures the health, safety and welfare of yourself, co-workers and others

KEY RELATIONSHIPS

Internal

Reports to: Director of Engagement

Works closely with: Marketing Coordinator
Communication Coordinator
AYO Musicians
Artistic Administrator
Director of Philanthropy
Director of Operations

External

Partners and suppliers: Print and distribution account managers
Design agency and freelance designers Venue
contacts
Publicists
Photographers

This position description describes the broad scope of the role, it is not an exhaustive list of duties. It may change from time to time with due consultation to meet the changing needs of the organisation.

To Apply:

Please submit your CV and a cover letter outlining your suitability for the role via the application [portal](#).

Contact:

Please contact Johanna Mulholland, Director of Engagement, for any questions about the role: johannamulholland@ayo.com.au