



**Are you passionate about the arts and looking to lead a Marketing team
in a collaborative, positive and purpose driven organisation?**

Apply today to become our Marketing Manager!

The Australian School of Performing Arts (ASPA) is committed to enriching the lives of those in our community and workplace by fostering an outlook that is forward thinking and adaptable. We pursue excellence through collaboration, creativity and respect in our workplace, our classrooms and on the stage. ASPA is the home of the 6,500 strong Australian Girls Choir (AGC) and leading Performing Arts program providers ASPA Education and Raw Energy Dance Education (REDED). As ASPA continues to grow our offerings, including international expansion in 2024, we are on the look out for a passionate, driven and values-aligned marketing leader to join our dynamic team.

This full-time role is based in the Kew East Head Office with hours based on Monday to Friday 9.00am to 5.00pm however some flexibility, including the ability to work 4 days per week, would be considered for the right applicant.

As our Marketing Manager you will:

- Report directly to the Executive Director (ED) of Marketing and Business Development, assisting her to design, implement and evaluate ASPA's marketing strategy across a wide range of digital and traditional marketing channels in order to generate enrolments and contracts.
- Be excited by people and leadership; encouraging and inspiring our team of permanent and contract/casual staff as you grow them in their roles, including the Marketing Coordinator and Marketing Assistant.
- Bring relevant experience in key marketing functions including Social Media Strategy, Digital Advertising Strategy, Email Marketing, Website Development and SEO, Brand Management and Sales Funnels, and oversee other team members' work in these areas.
- Collaborate with the ED to explore, evaluate and enact growth opportunities – combining your creative flair with well developed research skills to bring new ideas to life!
- Produce compelling, accurate and strategic copy across a wide variety of mediums including social media, electronic newsletters and website blogs, and oversee the Marketing Coordinator's work in this area.
- Develop the paid advertising strategy, and manage the creation of campaign copy and creative assets with Marketing Coordinator and Marketing Assistant.
- Manage the ASPA websites, developing new creative content and troubleshooting technical problems.
- Assist with the preparation and management of ASPA Marketing budgets; ensuring expenses are appropriately managed through campaign planning, monitoring and optimisation and robust post campaign analysis and reporting.
- Develop Critical Paths (project management) for key Marketing campaigns, and work with team members to deliver within required timeframes and outcomes.
- Explore and evaluate other digital innovations and stay abreast of the new technologies and marketing trends.
- Liaise with the Enrolments Manager and Public Relations Manager in relevant areas of connection.

The successful applicant will have:

- Completed a tertiary degree in Marketing or related field
- 5+ years of experience in marketing, with leadership experience preferred
- Outstanding written and verbal communication skills; able to represent ASPA brand voice
- Excellent attention to detail, the ability to juggle competing priorities and a results focus
- Lateral thinking skills and strategic mindset – ability to 'think outside the box' in a broad and creative way

- Experience with some of Hubspot, Wordpress, Facebook Business Manager, Google Ad Words and analytics, Adobe Suite for editing images and footage, and Mail Chimp would be advantageous
- Passion for the arts, education and/or development of young people
- A valid Working Children's Check.

About the role:

This role is able to be fulfilled with a combination of work from our Kew East office and work from home per our Flexible Work Arrangements Policy. Many team members at ASPA manage study or family commitments in addition to their work life and we are keen to discuss your requests, and ours, with the right candidate.

Full-time permanent position including all entitlements: \$80,000 - \$90,000 plus superannuation

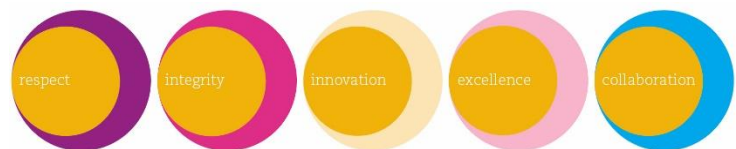
Salary will be based on the individual's skills and experience

About ASPA – an Australian Employer of Choice:

- We're an **innovative, collaborative and dynamic workplace**, where a shared interest in the performing arts brings together people from a variety of backgrounds with unique skills.
- We value the **individual growth** and contribution of our staff members and offer access to learning and development programs.
- We support our team members to achieve their **best mental health** including by providing wellbeing activities and a free Employee Assistance Program
- We encourage our team members in their **various work and life pursuits and commitments** with access to flexible work arrangements, volunteer leave and ways to support our Charity Partner, Girls from Oz
- We embody **passion, dedication, enthusiasm and energy**.

We are looking for people with the skills and experience to fulfill the role requirements but also who share our values – respect, integrity, collaboration, innovation and excellence. ASPA is committed to providing equal employment opportunities and encourages applications from people with diverse backgrounds. If you're interested in working with us, please send your one page cover letter and resume, specifying which role you're applying for, in one document addressed to our HR Administrator, Jacinta Simpson.

Applications close 9am Monday March 11.



AUSTRALIAN SCHOOL OF PERFORMING ARTS