



Position Description: Marketing Manager, Brisbane Chorale Inc.

1. DETAILED JOB DESCRIPTION

Position Title: Marketing Manager

Reporting To: President
Management Committee

Salary: Nil - service is voluntary

Conditions: Elected for one (1) year with possibility of re-election for a further five (5) years
The position is part-time and the hours are variable

Location: Based in Brisbane
May require occasional interstate or international travel

2. PURPOSE OF THE POSITION

The marketing manager, together with the management committee, is responsible for the creation, implementation and management of Brisbane Chorale Inc.'s marketing strategies and assists in the achievement of the association's marketing strategic theme. The marketing manager is responsible for all aspects of marketing, sales, promotion and communications for Brisbane Chorale Inc., including: marketing and public relations strategies and campaigns, brand management, production of marketing materials as required. The marketing manager may be required to undertake other tasks and activities as required by Brisbane Chorale Inc. from time to time.

3. RESPONSIBILITIES AND DUTIES

3.1 ARTISTIC CONTRIBUTION

- Nil

3.2 ADMINISTRATIVE CONTRIBUTION

All the following administrative contributions shall be conducted in collaboration with the Brisbane Chorale Inc. Management Committee.

- To coordinate the implementation of all marketing, public relations and communications activity including:
 - Development of digital content strategy and communications matrix
 - Public relations campaigns
 - Paid advertising campaigns.
- To prepare and manage appropriate marketing and promotions budgets.
- To manage the relationships with suppliers of marketing services, including website developers, software developers, advertising agencies, designers, print companies, graphic designers and venues, as required.
- To be prepared for, and to attend and participate in, management committee meetings as a voting elected member.
- To negotiate, on behalf of the association, contracts and arrangements for marketing and brand management activities.

3.3 CONTRIBUTION TO STRATEGIC OUTCOMES

All the following outcomes shall be achieved in collaboration with the Brisbane Chorale Inc. Management Committee.

- To prepare and manage the Brisbane Chorale Inc. marketing strategies in consultation with the music director, president and management committee.
- To identify and secure promotional opportunities with a range of partners.
- To design and manage market research projects, including audience surveys.
- To evaluate and report on the impact and success of marketing, public relations and other relevant activities to internal stakeholders and to the management committee in conjunction with the president.
- To promote the association's strategic plan and ensure the achievement of the association's strategic activities to guide future growth and development.

Brisbane Chorale Inc.
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Marketing Manager Position Description
Brisbane Chorale Inc. v1.0

- To assist any member needing assistance on any association project.

4. EDUCATION & EXPERIENCE

Essential	Desirable
Nil identified	Experience in marketing or advertising
	Ability to gain an understanding of applicable legislation
	Ability to gain an understanding of advertising and marketing methods
	Ability to use word processing applications, e.g. Microsoft Word
	Ability to use spreadsheet applications, e.g. Microsoft Excel

5. PERSONAL QUALITIES & BEHAVIOURAL TRAITS

Essential	Desirable
High level of relationship management skills to build relationships with media, partners and suppliers	Display an attitude of enthusiasm, cooperation, hard work and loyalty
Strong interpersonal skills – includes building effective relationships, positive interaction and effective problem solving	Highly developed written and oral communication, negotiation and presentation skills
	An interest in marketing and promotion methods
	Networks that could offer partnership and media opportunities

6. RELATIONSHIPS

With	Purpose
1. President	To comment and advise on marketing matters
2. Music Director	To comment and advise on concert repertoire marketing matters
3. Management Committee	To report, comment and advise on marketing matters To attend and participate in the management committee
4. External relationships	To act on behalf of the association and/or assist in consultations, negotiations, discussions and promotional activities with graphic designers, video or content producers, website designers, software developers and others on behalf of the management committee
5. Members	To provide information and updates on marketing, promotional and brand management activities

Approved by Brisbane Chorale Inc. Management Committee on 7 February 2016.

Last reviewed on 7 February 2016.