



Job Description

Senior Officer - Marketing & Events

JOB TITLE: Senior Officer - Marketing and Events

REPORTS TO: Marketing Manager

JOB SUMMARY:

In collaboration with the Marketing Manager, the Senior Officer , Marketing & Events is responsible for planning and implementing marketing campaigns that develop the image and visibility of the MPO through various media. Your particular area of expertise will lie in the development and management of the MPO's website and social media sites, as well as the MPO's extensive multi-media library.

You will also be responsible for planning and evaluating the audience attendance and ticket revenue goals, including the management of the MPO's loyalty membership scheme. In collaboration with the Marketing Manager, you will plan and manage all marketing activities, including public relations, advertising, audience research, new subscriber activities, and merchandising for the MPO.

JOB DUTIES AND RESPONSIBILITIES:

- Plan and execute all web, marketing database, email, social media and display advertising campaigns.
- Design, build and maintain our social media presence.
- Measure and report performance of all digital marketing campaigns, and assess against goals
- Identify trends and insights, and optimize spend and performance based on the insights
- Utilize strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points
- Collaborate with agencies and other vendor partners both local and international to widen the orchestra's public reach

- Manage the box office and ticket office operations. Ensure friendly, courteous service and customer satisfaction in ticket transactions
- Engage in customer research if needed to establish sales/return policies. Direct the development of internal information systems to ensure accurate and efficient ticketing systems; provide periodic marketing and ticket sales reports as requested.
- Brainstorm new and creative business growth strategies; evaluate emerging technologies
- Provide thought leadership and perspective for adoption where appropriate; recommend marketing policies and promotion strategies, with the goal of reaching new audiences for the orchestra
- Ensure that all new promotions demonstrate the highest standards of professionalism and ethical conduct

OTHER DUTIES AND RESPONSIBILITIES – in collaboration with the MPO Marketing Manager

- Plan and implement all aspects of MPO Loyalty members, including promoting new members, renewal of annual subscriptions and maintain regular communication with current members.
- Oversee the acquisition of prospect lists, production of all campaign materials, and work of outside contractors. Monitor the progress of all campaigns and provide progress reports and analyses results.
- Plan and implement a year-round single ticket sales campaign, including the design and placement of print and electronic advertising, special promotions, and corporate sales. Oversee the work of outside contractors; provide periodic progress reports.
- Oversee the development of a group sales programme and other targeted ticket sales programs; monitor and report on results.
- Conduct audience and market research needed; develop strategies based on survey analyses. Provide statistical and demographic information to the company's as requested.
- Develop a plan for achieving the above goals and establish a master calendar that outlines all campaigns and special events; coordinate all activities with the company's master calendar.
- Develop budgets for each event and campaign; monitor the progress of each, and adjust plans when necessary.
- Attend concerts of the orchestra to act as liaison to the media and the public; oversee distribution of tickets to press and VIPs; participate in artist hospitality as requested.
- Perform other duties as assigned by the Executive Chairman

REQUIREMENTS:

- Degree in Marketing or a related field,

OR

Degree in any other subject with proven experience of record of at least 2 years of marketing within the cultural sector

Or

5 years' work experience in marketing within the cultural sector, having at least an A Level Standard (MQF 4) or (Diploma MQF 5)

- Extensive knowledge and understanding in the music field
- An understanding of the cultural scene in Malta and audience segmentation
- Demonstrable experience leading and managing marketing database, email, social media and/or display advertising campaigns
- Demonstrable experience in sales with a keen understanding for customer service
- Highly creative with experience in identifying target audiences and devising digital campaigns
- Up-to-date with the latest trends and best practices in online marketing
- Have outstanding writing skills, in both Maltese and English
- Have an understanding that you will act as brand ambassador and be the voice of the brand online
- Excellent communication skills; approaching/dealing with clients and excellent team player skills.
- A proven ability to be self-driven, able to manage your time effectively, and demonstrate an ability to motivate others around you.