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| **Job title:** | Digital Marketing Manager |
| **Team:** | Marketing & Events |
| **Reporting to:** | Executive Manager, Marketing & Events |

**About the organisation:**

The Royal Agricultural Society of Victoria (RASV) is a member-based, not-for-profit organisation that has been enabling communities to celebrate and showcase their passion for more than 160 years.

RASV’s key business pillars are:

* **Event Management.** RASV develops and deliver events particularly agriculture, food and beverage events that are valued by industry including the Australian Food Awards, Royal Melbourne Wine Awards, Australian International Beer Awards and many more.
* **Royal Melbourne Show**. Conducted by RASV, the Royal Melbourne Show is Victoria's largest and most iconic annual community and attracts around 450,000 people over 11 days to Melbourne Showgrounds each year.
* **Venue Management**. RASV is the venue manager for Melbourne Showgrounds, Melbourne’s largest and most versatile indoor/outdoor event venue.

**About this role:**

The role is responsible for managing all digital-related marketing for the company and management of the Digital Team. Development of the digital strategy in line with the company objectives and overseeing the digital budget within a service orientated and results driven team. Ongoing collaboration with the Marketing Manager is required for the planning, execution and reporting of campaigns.

**Key Responsibilities:**

The key objective of this position is to drive project growth and contribute to enhancing business development opportunities and long-term organisational sustainability and performance. You will be expected to lead, collaborate, adapt and innovate, including but not limited to:

* Lead the digital team in the development and delivery of a digital communications strategy including websites, intranet, apps, social media platforms, SEO/SEM, electronic direct mail (EDM) and video development.
* Drive optimisation and improvement strategies for digital platforms through user feedback, behaviour, targeting needs and insights.
* Develop the strategic digital ecosystem across websites, social platforms, and EDMs to improve the user experience
* Evaluate emerging technologies to provide thought leadership and strategic advice on digital best practice and engagement
* Develop models to commercialise RASV-owned digital assets
* Oversee the development and implementation of all digital projects
* Oversee the implementation of the SEO and SEM strategies, as well as the improvement of EDM functionality and strategic targeting.
* Ensure digital activity can be measured and reported to support evaluation requirements
* Manage, develop and coach Digital Team and guide skill advancement
* Set workflows, monitor outputs, track progress, budgets and reporting in line with Digital Plans
* Ensure collaboration between the Marketing and Digital Teams to plan, develop strategies and digital marketing plans
* Develop and monitor processes to ensure an efficient working environment and high standard of service delivery from the Digital Team
* Manage team meetings, planning sessions and overall team culture
* Develop and maintain guidelines, systems and tools to ensure strong brand consistency and compliance across multiple platforms
* Oversee digital marketing and advertising activities to ensure brand presence is maximised and strategic objectives are met
* Leverage customer research to identify trends, opportunities and key issues
* Facilitate campaign planning and debrief meetings with internal teams
* Develop and maintain sound relationships with key internal and external stakeholders

**Key competencies of the role:**

* Bachelor’s Degree in Marketing or a relevant discipline
* 5+ years’ experience in executing digital marketing campaigns, ideally in an event based environment
* Proven leadership skills with the ability to motivate, collaborate and share knowledge
* Experience in identifying target audiences and devising digital campaigns that engage, inform and motivate
* Strong analytical skills and data-driven thinking
* Highly developed oral and written communication and interpersonal skills, including a demonstrated ability to liaise, negotiate and manage strategic relationships
* Excellent organisational and time management skills with the ability to meet tight timeframes and work with multiple priorities
* Strong problem solving and decision-making capability
* Ability to deal constructively and diplomatically with a diverse range of stakeholders
* Up-to-date with the latest trends and best practices in online marketing and measurement
* Strong conceptual skills with the ability to think laterally and creatively
* Enthusiastic and self-motivated with a high level of attention to detail
* A high degree of initiative, creativity and innovation
* Dynamic, highly motivated and process driven
* A sense of humour, diligent, punctual and reliable
* A team player with a willingness to assist team members as required

**Organisation compliance:**

* All employees are required to have and maintain a current Working with Children Check
* Be available to work the 11 days of the Royal Melbourne Show
* Work additional hours in the lead up to, and during events
* Adhere to RASV’s Code of Conduct, policies and values.