

Position Description

Employee

Date: August 2025

Position Title:	Digital Marketing Officer
Division:	Marketing
Department:	Digital
Classification / Level:	P&A6
Ordinary working hours & days:	Full-time hours, Monday to Friday during normal business hours. Some afterhours work is expected, particularly during peak periods.
Reporting to:	Manager, Digital and Social
Positions reporting to this role:	Digital Marketing Coordinator
Significant working relationships:	<ul style="list-style-type: none"> • CRM & Database Administrators • AFC Marketing team • AFC Foundation • AFC Ticketing team • Ticketek • Website developers (Simple) • Internal customers (employees of Adelaide Festival Centre Trust) • External customers (including, patrons, government officials, visitors and general public)
Decision Making/Purchasing Authority:	n/a
Special Conditions:	Required to be part of an on-call roster after-hours/weekends. On-call allowance and TOIL provided for time worked.
Information on Adelaide Festival Centre	<p>Adelaide Festival Centre is central to the Arts in South Australia and an integral part of community life in the state. Adelaide Festival Centre welcomes the community, artists and companies and provides arts leadership in SA. We celebrate and showcase Australian artistic achievements, develop them for a world audience and bring stimulating ideas and projects to our state.</p> <p>Adelaide Festival Centre is located on Kaurna Yarta. We respect First Nations people around Australia and acknowledge the Kaurna people as the traditional custodians of the Adelaide Plains. We honour their relationship with country, and we do so in the spirit of reconciliation.</p>

Department Overview	The Digital team is responsible for driving audience growth by strategically leveraging our owned digital channels. We champion the use of data and technology to acquire new audiences and deepen engagement with existing patrons, ultimately ensuring a cohesive and customer-centric experience across every digital touchpoint.
Summary of Key Purpose:	<p>Responsible for the delivery of effective digital marketing activity and ongoing optimisation of Adelaide Festival Centre owned digital channels.</p> <p>Guide the effective execution of audience segmentation and targeting, email marketing, website maintenance, digital signage, and paid social media.</p> <p>Ensure all Adelaide Festival Centre digital activity is customer-centric and strategically focused to maximise Adelaide Festival Centre brand reach and impact.</p>

Key Result Area / Accountabilities:
Drive the execution and optimisation of digital activity across all owned channels, including email marketing, digital signage, websites, and paid social media.
Manage the scheduling of content across all digital screens in our venues (via signage platforms: Elementi, Spinix, Vir2Cloud, BrightAuthor) - for show promotion, brand initiatives, visual arts and regular venue takeover activity.
Maintain the website and its CMS, including creating webpages and content, train new users to use the CMS, and approve/monitor all published content to ensure organisational standards are met.
Ensure all digital content adheres to brand guidelines for visual and copy consistency.
Collaborate with teams to obtain content approvals and ensure venue hirer digital marketing requirements are effectively delivered upon.
Work with our digital agency to maintain and optimise the website, making best use of our monthly support hours and ensuring best-practice online UX
Lead the creation and distribution of eDM and SMS activity in email marketing platform, implementing best practices for audience segmentation and targeting.
Implement tactics including dynamic content, A/B testing and automation to elevate eDM performance and activate our customer database.
Use digital analytics and insight to identify areas of improvement and opportunities to drive improved performance.
Deliver year-round and best-practice paid social media activity to achieve a strong always-on brand presence.
Lead weekly Digital WIP meetings with the wider Marketing team, to plan and manage the eDM schedule, homepage planner and social media schedule.
Report on digital analytics and insights at monthly Digital WIP meetings to share results and learnings with the wider Marketing team.
Maintain an advanced level of knowledge on all digital systems and processes.
Edit photos and videos using the Adobe Suite or Canva - as required for digital execution across owned channels.
Ensure online compliance with privacy legislation, SPAM Act and copyright laws.

Document digital processes and guidelines and provide expert advice and training to other staff as required.
Actively maintain knowledge of digital marketing trends and advancements, identifying opportunities to improve our online presence.
Execute SEO/SEM strategies by implementing on-page optimisation, oversight of paid search campaigns, and analysing performance to drive search traffic and improve visibility
General
Perform any other duties as directed by the manager, within level of skills, experience and competence.
Provide outstanding customer service on a daily basis by demonstrating respect, listening to and working with our customers, both internal and external, to achieve positive outcomes, where possible, for all involved.
At all times behave in a manner which is conducive to the values and expected behaviours at the Festival Centre and consistent with those prescribed in the Code of Ethics for the South Australian Public Sector.
Demonstrate appropriate behaviour and adhere to all Adelaide Festival Centre policies and procedures, including but not limited to equal employment opportunity and respectful behaviour the workplace
EBMS (Event Business Management System)
Employees are responsible for ensuring that they attend compulsory EBMS Training and seek further EBMS Training as needed to perform their role.
Records Management
All records created within the conduct of AFCT business to be managed in accordance with AFCT's Record Management Policy, associated policies, procedures and legislation.
Work Health & Safety Responsibilities (WH&S)
Care of your own health and safety and the health and safety of others.
Comply with any reasonable instruction from the Adelaide Festival Centre, so far as you are reasonably able.
Cooperate with all reasonable Department of the Premier and Cabinet and Adelaide Festival Centre policies and procedures.
Comply with the WHS legislation by: <ul style="list-style-type: none"> • Adhering to the WHS requirements set out in the Adelaide Festival Centre Trust's WHS management system. • Reporting a hazard, incident, injury or illness arising from workplace activities immediately where possible or within 24 hours. • Implement WHS policies, procedures and safe systems of work including the following and adhering to Safe Work Instructions (SWI). • Wearing and maintaining Personal Protective Equipment (PPE) as directed. • Using safety and emergency equipment provided in the workplace. • Assisting with and participating in conducting risk assessments and worksite inspections, consultation processes in reviewing and actions for improving WHS in the workplace.

Key Competencies:	Requirement
Qualifications / Education	
Tertiary qualifications in marketing or related discipline	Highly desirable
Knowledge / Skills / Abilities	
Technical skills in email marketing platforms, website CMS and Adobe.	Essential
Understanding of digital marketing principles and practices	Essential
Sound communication - interpersonal, written & verbal communication skills	Essential
Ability to provide a consistently high level of customer service and work under limited direction	Essential
A self-motivated and enthusiastic approach to work	Essential
Lateral thinking, problem-solving skills and ability to understand and interpret digital analytics	Essential
Demonstrated ability to operate within documented practice and procedures.	Essential
Experience	
Experience in scheduling digital signage – using Elementi, Vir2Cloud, Spinitex or similar systems.	Highly Desirable
Knowledge and understanding of the arts & entertainment industry, ticketing systems and web-based applications	Highly Desirable
Previous line management experience	Highly Desirable

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Signature of Incumbent:

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Signature of Manager:

Date:.....

Date:.....