



Position Description

Job Title	Head of Marketing	Date	April 2026
Department	Development and Reach	Reports to:	Director of Marketing, Insights and Customer Experience
Location	MSO Offices, Southbank	Role Status:	Full-time, ongoing

1. POSITION PURPOSE

The Head of Marketing provides an essential service to the Melbourne Symphony Orchestra, with responsibilities across marketing campaigns and strategy, analysis and reporting.

The role leads the MSO Campaigns Marketing team, working closely with the Director of Marketing, Insights and Customer Experience (MICE) and members of the Insights and Customer Experience teams, as part of the broader Development and Reach department. The incumbent will contribute to strategies that deliver to targets including ticket sales and subscriptions, development (fundraising and partnerships), merchandise and memberships.

The role implements a wide range of initiatives with the objective of raising the profile of the Orchestra, enhancing the customer experience and working towards the long-term goal of the MSO reaching 10% of the Victorian population. It also supports other business departments i.e., Artistic Operations and Executive in achieving their objectives.

The role acts as an advocate for the audience – existing and potential ticket buyers, subscribers, Patrons and those who are yet to engage with the MSO – and is the key conduit between audiences and other departments / external stakeholders.

2. MSO GUIDING PRINCIPLES

WE LISTEN to each other, and we listen to our audiences. We continuously tune in to build connections that bring joy and validation.

WE CREATE welcoming experiences that showcase the beauty and wonder of artistic craft. Innovative performances that elevate the moment and endure in the spirit.

WE UNITE our individual strengths and celebrate our unifying love of music, fostering understanding and belonging.

3. DIMENSIONS and WORKING RELATIONSHIPS

Reports to	Director of Marketing, Insights and Customer Experience (MICE)
Direct Working Relationships	<ul style="list-style-type: none"> • Development and Reach department including Brand and Communications, MICE teams • External agencies / freelance designers and Publicity Manager • Departmental Directors and Heads of Departments, as well as MSO musicians • Artistic Operations team, including MSO Presents and Learning & Engagement programmers • External stakeholders (including venues, suppliers, consultants/contractors and agencies, and industry peers) as required.

4. MAJOR RESPONSIBILITY AREAS

The main areas of responsibility of the Head of Marketing are:

- Strategic analysis and reporting
- Project management and outcome delivery
- Campaign delivery
- Audience advocacy
- Team leadership

5. KEY RESULT AREA	MAJOR ACTIVITIES
PROJECT MANAGEMENT AND OUTCOME DELIVERY	<ul style="list-style-type: none"> • Collaborate with the Director of MICE and MICE teams to develop and implement successful revenue and audience maximisation strategies (e.g. marketing campaigns and sales strategies) that deliver on the departmental goals/targets, e.g.: <ul style="list-style-type: none"> ○ Ticket sales ○ Subscription and package sales ○ Memberships, e.g. Friends of the MSO ○ Concert Programs & merchandise ○ Donations via ticket channels ○ Development/Partnerships ○ And other future revenue streams

	<ul style="list-style-type: none"> • Drive a customer-focused approach to all interactions with both internal and external clients • Contribute marketing and audience insights to influence programming and operational decision-making • Ensure projects are delivered on time and on budget • Represent Marketing, Insights & Customer Experience department and, by extension, our audiences at inter-departmental (e.g. Season Design) and external (e.g. with presenting partners, venues) meetings • Undertake other project-based work as requested.
<p>CAMPAIGN DEVELOPMENT</p>	<ul style="list-style-type: none"> • Work with the Director of MICE and other Senior Leaders to develop and deliver successful, innovative campaigns that reflect both the artistic programming and strategic objectives of the MSO • Maintain consistency of branding across design and communications in marketing campaigns • Oversee aspects of MSO marketing and digital services (including contractors and agencies) to ensure the achievement of audience and campaign targets and to strive for best-practice user experiences across all touchpoints • Oversee promotional/marketing strategies to drive results for philanthropic and corporate fundraising, and other departments as required • Contribute to the creation and approval of campaign print and digital assets
<p>AUDIENCE ADVOCACY</p>	<ul style="list-style-type: none"> • Advocate for MSO audiences (current and future), balancing MSO business priorities with best-practice customer experience • Foster strong, long-lasting relationships between audiences and the Company in all phases of their MSO life cycle • Contribute to aspects of MSO ticketing, front of house and Box Office to ensure the delivery of excellent customer experience • Advise on website functionality and assist in ensuring a positive user experience • Provide input on customer communications • Liaise with internal and external Production departments to ensure a positive customer experience in-venue • Oversee seating plans, including ticket holds and releases, sales imports, inventory management • Ensure that the LPA Ticketing Code of Conduct is adhered to in relation to all ticket sales, donations, and customer communications • Stay abreast of customer experience industry standards and best practices and maintain robust industry/peer organisation networks.
<p>ANALYSIS AND REPORTING</p>	<ul style="list-style-type: none"> • Develop systems and reporting frameworks that support the requirements of the wider Development and Reach team and the overall strategic goals of the organisation

	<ul style="list-style-type: none"> Analyse data, recognise trends and provide sales intelligence/customer insights that supports the wider Development and Reach team and the overall strategic goals of the organisation Oversee timely and accurate delivery of marketing and sales reporting requirements.
TEAM LEADERSHIP	<ul style="list-style-type: none"> Maintain an active and positive profile within the arts sector, with peer individuals and organisations, to ensure awareness of and connection to contemporary trends and innovations to support best practice Manage a high-functioning Marketing team and associated agencies Provide leadership and mentorship to the Marketing team, and informal support to broader Development and Reach department Oversee relevant policies and procedures applicable to the Marketing team Ensure that resources are managed effectively to achieve outcomes as required for the development of the team Chair and manage regular meetings with MICE and other departments Undertake performance review/development planning/performance management of team members as required.
OTHER	<ul style="list-style-type: none"> Work with management and other team members to ensure that all occupational health and safety (OHS) risks are minimised through awareness and application of safe working practices Carry out any associated duties as reasonably required.

6. DECISION MAKING AUTHORITY
<p>The position works under the general direction of the Director of Marketing, Insights and Customer Experience and whilst expected to have a naturally collaborative and consultative style, is also expected to be a confident and informed decision maker, exercising sound and expertise-based judgement on a day-to-day basis.</p>

7. ESSENTIAL CRITERIA
<ul style="list-style-type: none"> Commercial acumen, and a proactive and results focused approach At least six years' experience in a similar mid- to high-level marketing role Experience in an entertainment/arts/events environment High level experience with project management tools e.g. Asana, Airtable Commitment to stay abreast of emerging trends in marketing and digital technologies, data and AI An ability to identify marketing/sales opportunities and customer trends Demonstrated ability to lead, develop and motivate teams Creative flair! Excellent communication skills, as well as presentation skills Demonstrated ability to work under pressure to achieve deadlines Ability to balance attention to detail with broader strategic priorities Some work will be required outside of normal hours e.g. to attend MSO performances, industry events

8. DESIRABLE CRITERIA

- A passion for music, the arts, and cultural life — and a broad knowledge of music across classical and contemporary genres
- Experience using Tessitura CRM system
- A relevant Marketing or Business qualification, or equivalent
- Experience working in a subscription- or membership-based environment
- Understanding of the dynamics of working for a live entertainment (arts / culture, sports etc.) organisation.

9. PERSONAL CHARACTERISTICS

- Well organised, lateral thinker with proactive problem-solving skills
- Well-developed analytical and numerical skills
- Excellent verbal communication and listening skills
- The ability to train and coach others in complex processes
- Positive, can-do attitude
- Ability to manage competing priorities
- Confidence and ability to lead and motivate a small team
- Strategic thinking, with an ability to embrace innovation and the latest ideas
- Resilience, maturity and the ability to maintain a balanced and calm demeanour
- Superior stakeholder management skills

10. POSITION DESCRIPTION MAINTENANCE

Date of last review:	April 2026
Conducted By:	Director of Marketing, Insights & Customer Experience
Date of next review:	As required