



POSITION DESCRIPTION

Division: Cultural Facilities Corporation

Position Number: PN011

Business Unit: Canberra Theatre Centre

Classification: SOGC (127,597 - \$136,873)

Position Title: Head of Campaign Marketing

Location: Canberra Theatre Centre, London Circuit Canberra

Last Reviewed: July 2026

AGENCY OVERVIEW

The Cultural Facilities Corporation (CFC) is an ACT Government statutory authority established under the *Cultural Facilities Corporation ACT (1997)*.

The CFC's role is to manage, develop, present, and promote cultural activities across the ACT through a diverse portfolio of performing arts, visual arts, social history and heritage venues. It has specific management responsibilities at:

- [The Canberra Theatre Centre](#)
- [Canberra Museum and Gallery including The Nolan Collection](#)
- [Lanyon Homestead](#)
- [Calthorpes House](#)
- [Mugga-Mugga Cottage](#)
- [Albert Hall](#)

As the ACT Government's largest cultural organisation, the CFC plays a central role in connecting communities with rich artistic and cultural experiences. The CFC's mission is to create transformative cultural experiences that spark imagination and foster connection. Through its venues and programs, the organisation brings together artists, audiences and partners to deliver engaging performances, exhibitions and events, while preserving and interpreting significant collections and heritage places.

This work is supported by strong corporate and operational functions—including finance, marketing, people and culture, facilities management and capital works—which enable high-quality delivery, sustainable operations and continuous improvement across the organisation.

Canberra Theatre Centre

The Canberra Theatre Centre is Canberra's premier performing arts venue, providing world class performing arts and entertainment to the people of Canberra and surrounding regions. The Canberra Theatre Centre includes the 1,239 seat Canberra Theatre, The Playhouse seating 614 and The Courtyard Studio, an intimate rehearsal and performance space that seats up to 92 patrons. The Link connects the Canberra Theatre and The Playhouse and includes exhibition and function areas. The Centre also has a comprehensive technical workshop, backstage and dressing room areas, and is fully equipped with up-to-date lighting and audio facilities.

The Canberra Theatre Centre is entering a period of significant growth and renewal with the development of a state-of-the-art 2000-seat Lyric Theatre (opening in 2028) The Lyric Theatre will significantly increase the scale, ambition and diversity of work available to audiences.

The Australian Capital Territory Public Service (ACTPS) is a values-based organisation where all employees are expected to embody the prescribed core values of respect, integrity, collaboration, and innovation, and understand, demonstrate and work within the principles and practices of Workplace Diversity and Equity, Workplace Relations and Work, Health and Safety and the ACT Public Service Code of Conduct.

POSITION OVERVIEW

The Head of Campaign Marketing leads the Canberra Theatre Centre's campaign marketing function, driving ticket sales, audience growth, and brand visibility across all programmed and shared-risk productions and initiatives.

Reporting to the Director, Marketing and Communications, this role is responsible for the development and delivery of integrated marketing campaigns that achieve revenue targets, grow audiences, and strengthen CTC's market presence locally and nationally.

The Head of Campaign Marketing leads the Campaign Marketing team, ensuring the successful planning, execution, and optimisation of campaigns across the full program of activity. The role works closely with Programming, Commercial Marketing, and external partners and agencies to ensure all campaigns are strategically aligned, data-driven, and effectively contribute to both sales outcomes and long-term audience development.

With a strong focus on performance and brand growth, this role ensures CTC's campaigns not only meet sales targets but also build awareness, engagement, and reputation in an increasingly competitive market. The role would suit a results-driven marketing leader with strong campaign expertise, a commercial mindset, and a passion for audience development.

Experience working in ACT Government would be welcome but not essential. This position is a full-time at 36.75 hours per week.

WHAT YOU WILL DO

Under the direction of the Director, Marketing and Communications:

- **Lead the development and delivery of integrated marketing campaigns** across all programmed and shared-risk productions, ensuring audience-focused strategies that align with organisational objectives while exercising strategic judgement and autonomy in campaign prioritisation, resource allocation, and marketing delivery approaches within approved budgets.
- **Drive ticket sales and revenue performance** by monitoring campaign effectiveness, analysing sales trends, and optimising marketing activity to achieve or exceed commercial targets.
- **Lead and manage the Campaign Marketing function**, including the allocation of resources, prioritisation of work, performance management, capability development and delivery of high-quality marketing outcomes.
- **Grow audiences and strengthen brand engagement** by attracting new and diverse audiences, building loyalty and repeat attendance, and enhancing the organisation's market presence.
- **Establish and maintain strategic partnerships and negotiate and collaborate with internal and external stakeholders**, including Programming, Finance, Commercial Marketing, promoters, producers, and agency partners, to maximise campaign success and audience reach.
- **Leverage data, insights and financial management practices** to inform strategy, optimise campaign performance, manage budgets effectively, and prepare reports and strategic recommendations for senior executives on ROI, sales outcomes, audience trends, and key marketing metrics.

WHAT YOU REQUIRE

The following capabilities form the criteria that are required to perform the duties and responsibilities of the position.

1. **Demonstrated experience leading and shaping high-performing campaign marketing functions and teams**, preferably within entertainment, arts, tourism, or related customer-focused industries, with a track record of building capability, driving performance, and delivering strategic outcomes.
2. **Proven ability to develop and lead integrated marketing strategies and campaigns that achieve measurable commercial outcomes**, including ticket sales, revenue growth, audience acquisition, and campaign optimisation.
3. **Highly developed analytical and strategic thinking skills**, with demonstrated experience using data, insights, and performance metrics to inform decision-making, evaluate effectiveness, optimise investment, and improve organisational outcomes.
4. **Highly developed stakeholder engagement and influencing skills**, with a proven ability to build productive partnerships and collaborate effectively with internal and external stakeholders, including producers, promoters, commercial partners, and senior leaders.
5. **Demonstrated ability to balance immediate commercial priorities with long-term brand and audience development objectives**, while leading the delivery of multiple complex campaigns and managing competing priorities in a dynamic environment.

6. **Demonstrated commitment to ACT Public Service values**, Code of Conduct, and principles of equity, diversity, and inclusion, with the ability to apply these in a complex project and operational environment.

Other Requirements or Qualifications

Degree or equivalent relevant qualification in Marketing, Advertising, Communications or a complimentary field is highly desirable.

Demonstrated minimum of four years' experience in marketing/advertising/communications is highly desirable

Experience in the arts, entertainment or events industries is strongly preferred but not required.

There is a requirement for the Head of Campaign Marketing to cultivate and maintain a strategic performing arts industry network. There is an expectation that the Head of Campaign Marketing will attend events both at CTC and elsewhere for networking purposes.

The ACT Public Service supports workforce diversity and is committed to creating an inclusive workplace. As part of this commitment, Aboriginal and Torres Strait Islander peoples, people with disability and those who identify as LGBTIQ are encouraged to apply.

WORK ENVIRONMENT DESCRIPTION

The following work environment description outlines the inherent requirements of this role and indicates how frequently each of these requirements would be performed. Please note that Cultural Facilities Corporation is committed to providing reasonable adjustment and ensuring all individuals have equal opportunities in the workplace.

ADMINISTRATIVE	FREQUENCY
Telephone use	Frequently
General computer use	Frequently
Extensive keying/data entry	Occasionally
Graphical/analytical based	Frequently
Sitting at a desk	Frequently
Standing for long periods	Occasionally
Designated workstation	Occasionally

STANDARD HOURS	FREQUENCY
Flexible working hours (access to flex time)	Frequently
Fixed or specified start/finish times	Frequently
Expected to work extensive hours over a significant period due to the nature of the duties	Occasionally
Access to Accrued Days Off (ADOs)	Never
Peaks and troughs	Occasionally
Frequent overtime	Never
Rostered shift work	Never

SOCIAL DEMANDS	FREQUENCY
Work with others towards shared goals in a team environment	Frequently
Work in isolation from other staff (remote supervision)	Occasionally
Working in a call centre environment	Never
Working directly with the public	Occasionally

PHYSICAL DEMANDS	FREQUENCY
Distance walking (large buildings or inter-building transit)	Occasionally
Working outdoors	Never

MANUAL HANDLING	FREQUENCY
Lifting 0 – 5kg	Occasionally
Lifting 5 – 10kg	Never
Lifting 10kg+	Never
Climbing	Never
Reaching	Never

Bending/squatting	Never
Push/pull	Never
Sequential repetitive movements in a short amount of time	Occasionally

TRAVEL	FREQUENCY
Frequent travel – multiple work sites	Occasionally
Frequent travel – driving	Occasionally
Frequent travel – interstate	Occasionally

SPECIFIC HAZARDS	FREQUENCY
Working at heights	Never
Exposure to extreme temperatures	Never
Operation of heavy machinery e.g. forklift	Never
Confined spaces	Never
Excessive noise	Never
Low lighting	Never
Handling of dangerous goods/equipment	Never
Working with asbestos	Never
Potential to encounter agitated customers	Occasionally
Exposure to potentially distressing case material	Never

OTHER	FREQUENCY
Uniform required	Never
Personal Protective Equipment (PPE) required	Never