POSITION DESCRIPTION

Division: Cultural Facilities Corporation

Business Unit: Canberra Theatre Centre (Marketing and Communications)

Position Title: Digital Marketing Lead

Position Number: PN 3618

Classification: ASO6

Location: Civic Square

Last Reviewed: June 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 Cultural Facilities Corporation is seeking a **Digital Marketing Lead** to lead the delivery and optimisation of digital marketing for Canberra Theatre Centre.

Reporting to the Director, Marketing and Communications, this role is responsible for delivering high-volume digital campaigns across web, email and owned channels, ensuring accurate, timely and audience-focused outcomes that drive engagement and ticket sales.

The position provides leadership to the digital marketing team, overseeing workflows, prioritisation and quality assurance in a fast-paced environment, while building team capability and performance.

It also manages and improves digital platforms and systems, including CMS, CRM and email marketing tools, with a focus on data integrity, operational efficiency and continuous improvement.

Working collaboratively across the organisation, the role uses data and insights to optimise campaign performance and contributes to the planning and delivery of digital initiatives and system enhancements.

This role requires a proactive, solutions-focused approach to managing complex digital environments and improving processes, systems and delivery outcomes.

This position is full-time at 36.75 hours per week.

WHAT YOU WILL DO

Under the direction of the Director, Marketing and Communications, you will:

- Lead and manage the day-to-day delivery of digital marketing campaigns across website, email (eDM), SMS, Digital Signage and other owned channels, ensuring accuracy, timeliness and quality
- Supervise and develop the digital marketing team, including workload allocation, prioritisation and capability building
- Plan and manage complex, high-volume digital workflows to support activity across multiple business areas
- Administer and continuously improve digital systems and platforms, including CMS, CRM, patron survey, digital signage, SMS and email marketing tools, to ensure effective campaign delivery, system integration and data integrity.
- Analyse digital performance and audience data, working with the Data Analyst to generate and communicate insights and apply those learnings to optimise campaign effectiveness, audience growth and operational efficiency.
- Identify and implement process and workflow improvements in complex or evolving digital environments, proactively resolving issues, improving efficiency and maintaining high standards of delivery and data quality
- Collaborate with internal and external stakeholders to ensure digital upgrades and updates are effectively planned and delivered
- Other duties as reasonably required

WHAT YOU REQUIRE

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

1. Demonstrated experience managing high-volume digital marketing campaigns across web, email and owned channels, delivering accurate, timely and audience-focused outcomes.

2. Proven ability to lead, supervise and develop a team in a fast-paced environment, including workload planning, prioritisation and ensuring quality assurance and consistency across complex, high-volume workflows.

3. Demonstrated experience administering and optimising/upgrading digital platforms, including CMS, CRM and email marketing systems, to support effective campaign delivery and data integrity.

4. Ability to interpret performance metrics, including customer data and analytics, and apply insights to improve campaign effectiveness, audience engagement, operational efficiency, and processes, including in complex or constrained environments.

5. Strong interpersonal and communication skills, with the ability to collaborate effectively with internal and external stakeholders to deliver digital initiatives and improvements.

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

Understanding of digital marketing logistics in a ticketing, events or arts environment is highly desirable.

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 LBGTIQ 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	Never
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	Never
Frequent travel – driving	Never
Frequent travel – interstate	Never

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