



POSITION DESCRIPTION

Division: Cultural Facilities Corporation

Position Number: 3622

Business Unit: Canberra Theatre Centre

Classification: ASO6 (\$102,657- \$116,592)

Position Title: Digital Campaign Manager

Location: Canberra Theatre Centre, Civic Square,
London Circuit

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 **Digital Campaign Manager** is responsible for planning, delivering and evaluating integrated marketing campaigns that drive ticket sales, audience growth and brand awareness for Canberra Theatre Centre's diverse program of theatre, musicals, dance, circus, comedy, music and special events.

Reporting to the Head of Campaign Marketing, the role leads end-to-end marketing campaign planning and delivery, working closely with Programming, Box Office and external producers to develop and implement strategic marketing campaigns that achieve commercial and audience development objectives. The position manages campaign budgets, monitors performance, analyses sales and marketing data, and provides recommendations to optimise campaign outcomes and maximise return on investment.

As Canberra Theatre Centre's subject matter expert in digital advertising, the Digital Campaign Manager leads the planning, implementation and optimisation of paid digital campaigns across platforms including Meta, Google, search, display, streaming and emerging channels. The role provides specialist advice on digital marketing strategy, audience targeting, campaign measurement and best practice, while evaluating emerging technologies and industry trends to continuously improve marketing capability and campaign effectiveness.

Working collaboratively across the organisation and with external stakeholders, suppliers and touring partners, the Digital Campaign Manager develops strong relationships, coordinates the delivery of integrated marketing activity and ensures all campaigns are delivered in accordance with organisational objectives, ACT Government policies and Canberra Theatre Centre brand standards.

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

WHAT YOU WILL DO

Under the direction of the Head of Campaign Marketing, you will:

1. Plan, deliver and evaluate integrated marketing campaigns for a diverse portfolio of events, developing campaign strategies that maximise audience engagement, ticket sales and return on investment.
2. Lead the planning, implementation and optimisation of paid digital advertising campaigns across Meta, Google, search, display, streaming and other relevant digital channels, ensuring campaigns are data-driven and aligned with organisational objectives.
3. Manage campaign and digital advertising budgets, monitor sales and campaign performance, analyse data and prepare strategic reporting and recommendations to inform decision-making and future marketing investment.

4. Provide specialist advice on digital advertising strategy, audience targeting, creative effectiveness, campaign measurement and best practice, while driving continuous improvement by evaluating emerging platforms, technologies and industry trends to enhance organisational capability.
5. Develop and maintain marketing and digital advertising processes, frameworks and reporting that support effective, compliant and consistent campaign delivery.
6. 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 developing, delivering and evaluating integrated marketing campaigns in a commercial environment, including the planning, implementation and optimisation of paid digital advertising campaigns across platforms such as Meta Ads Manager and Google Ads, with a strong focus on achieving measurable business outcomes.
2. Highly developed analytical skills, with the ability to interpret campaign and sales data, manage marketing budgets, evaluate performance and provide evidence-based recommendations for continuous improvement.
3. Demonstrated knowledge of contemporary marketing and digital advertising practices, including audience targeting, campaign measurement, conversion tracking, analytics, marketing technologies and digital advertising platforms.
4. Well-developed project management and organisational skills, with the ability to manage multiple concurrent campaigns, balance competing priorities, manage budgets and deliver high-quality outcomes within agreed timeframes.
5. Well-developed communication, consultation and stakeholder engagement skills, with the ability to build productive relationships, collaborate effectively and provide specialist marketing advice to internal and external stakeholders, suppliers and partners.
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

- Essential: Tertiary qualifications in marketing, communications, digital marketing or a related field; or equivalent relevant experience.
- Desirable: Experience in website content management, email (eDM) marketing, Google Analytics, Google Tag Manager, conversion tracking and broader digital marketing channels.
- Desirable: Experience in arts, entertainment, tourism or cultural sector marketing.

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	Occasionally
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)	Never
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