



POSITION DESCRIPTION

Division: Cultural Facilities Corporation

Position Number: PN 3502

Business Unit: Canberra Theatre Centre

Classification: ASO4

Position Title: Digital Marketing Officer

Location: Canberra Theatre Centre

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 Marketing Officer is responsible for ensuring that all ticketing, performance and other vital information is communicated on our websites and via email and SMS accurately and on time to our patrons. The role requires a highly organised person with exceptional attention to detail, who can confidently manage competing priorities.

The ability to clearly communicate with a range of stakeholders is essential as you will work closely with several internal clients including the Programming and Box Office departments and with external stakeholders including venue hirers, website developers and ticketing agencies.

The successful candidate will have a keen interest in innovative web-based marketing tools and demonstrated experience using a Website Content Management System (CMS), Email Marketing CMS and graphic design software is essential.

Experience using Google Tag Manager and interpreting Google Analytics, as well as a basic understanding of RStudio are highly desirable for this role.

This position is 12-month temporary maternity leave cover, with the possibility of extension and/or permanency. The position is full-time at 36.75 hours per week.

WHAT YOU WILL DO

Under the direction of the Digital Marketing Lead, you will:

1. Manage daily changes and updates to the CTC website and Canberra Ticketing website through the WordPress CMS, with pinpoint accuracy; including liaising with internal departments to ensure essential ticketing and other important information is represented correctly on the website.
2. Manage marketing and information email and SMS calendars and distribution to ensure that all communications are sent to the right audiences, at the right time.
3. Develop, implement and report on email marketing campaigns.
4. Manage email lists and data segments using Microsoft Excel, CTC's ticketing system, and Email Marketing CMS, including interpreting information from Momentus Elite and Microsoft Dynamics (Power BI).
5. Liaise with external providers including web developers and research/digital agencies.
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 using a Content Management System (CMS) to maintain a dynamic website that requires frequent, accurate updates.
2. Demonstrated experience using an Email Marketing CMS to build and implement effective, targeted email marketing campaigns.
3. High-level computing skills, including Microsoft Excel and graphic design software, and confidence in navigating new systems and platforms.
4. Demonstrated experience confidently communicating with a range of stakeholders such as other departments within an organisation, web developers, and specialist software and research providers.
5. Exceptional organisational skills, including the ability to effectively manage multiple tasks, determine priorities and meet strict deadlines in high pressure situations and be accountable for performance and achievement of results.
6. Demonstrated commitment to values and professionalism consistent with the ACT Code of Conduct, and to upholding workplace health and safety requirements.

Other Requirements or Qualifications

Experience in working with and interpreting data via Google Analytics and utilising Google Tag Manager is highly desirable.

Experience working with R Studio is 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	Frequently
Graphical/analytical based	Frequently
Sitting at a desk	Frequently
Standing for long periods	Occasionally
Designated workstation	Frequently

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	Occasionally

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

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