



Media, Entertainment & Arts Alliance

Digital Marketing Manager (Parental leave- 12 month fixed term), Sydney

Position Description

About the Media, Entertainment & Arts Alliance

The Media Entertainment & Arts Alliance is the union and leading advocate for workers in the creative and media sectors. It represents performers, journalists and all other workers in the creative and media industries and has over 15,000 members.

Building on our proud history we aim to empower the people who inform and entertain Australia through:

- ✓ **Protecting and advancing our rights at work:** Improving our members income and conditions, providing timely and expert advice to members, enforcing members rights at work and promoting safe and respectful workplaces.
- ✓ **Building Power:** Recruiting and growing leaders, activists and supporters, ensuring best practice governance and accountability, continued staff development and building strategic alliances.
- ✓ **Building Community:** Utilising communications to engage and activate, remaining relevant throughout members lives, reaching out to new areas and being the creative hub.
- ✓ **Shaping our Industries:** Being the respected and authoritative voice across all of our industries, influencing policy, mobilising our membership and broadening our sphere of influence.

Our Members

Our members include people working in television, radio, theatre and film, entertainment venues and recreation grounds, as journalists, actors, dancers, sportspeople, cartoonists and photographers, orchestral and opera performers, as well as people working in public relations, advertising, book publishing and website production.

Our Locations and Staffing

The MEAA national office is in Redfern in Sydney.

There are branch offices located in Melbourne, Brisbane, Adelaide, and Perth.

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Digital Marketing Manager (Parental leave fixed term 12 months)

Do you believe that a thriving cultural sector matters to a strong civil society? Are you passionate about equality at work? Do you want workers in the media and creative industries to have good jobs with fair pay where their work is respected?

Apply to work for MEAA. This is an opportunity to use your digital marketing skills with a clear purpose - to help MEAA drive membership growth and expand its influence.

This role works as a part of a team committed to developing innovative ways to secure good jobs and equality at work by building leaders and acting together to make change.

Key accountabilities:

This role reports to the Chief Growth & Marketing Officer and is accountable for the performance of the union's digital marketing channels, specifically the following outputs.

1. Create, maintain and manage member journeys, incorporating email, content, SMS, social media and other digital channels.
2. Manage the union's advertising campaigns, driving increased return on investment across social media, search and other digital advertising.
3. Work in the iMIS EMS/CRM to ensure quality data insights, engagement scoring and tracking, and to help drive an evidence-based approach to digital membership growth strategies.
4. Manage and optimise the front-end of the website to deliver a high-quality, search optimised, user-centred digital experience for current and prospective members.

Key skills:

This role is a digital marketing professional who can work across channels to lift engagement with channels and drive return on investment from digital advertising.

1. High level of skill in creating, maintaining and improving the performance of email journeys, website experience and connecting these with other communications channels such as SMS, direct member conversations (conducted by the membership team) and social media.
2. High level of skill in creating and managing digital advertising campaigns, driving strong return on investment for the union's advertising spend.
3. Experience working with developers towards search optimisation, including through content marketing.
4. Experience working with CRMs using insights from CRM and creating/tracking engagement scores to drive continual improvement of digital marketing approaches.
5. As the copy writer for all digital marketing materials, this role requires strong writing skills across all digital formats, including email, web, text and social media.

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6. Stakeholder engagement: This role requires cross-organisation engagement and collaboration, supporting the CGMO with strategic leadership across the organisation to ensure strong connection between the digital marketing tactics and areas such as database management, member contact centre, and organisers.

Details

The position is available on a 12 month fixed term with a competitive package dependent on skills and experience. Benefits include 13% employer contribution to superannuation, 5 weeks annual leave each year, 1 RDO every 4 weeks, plus an additional 3 days leave between Christmas and New Year. Salary sacrificing is available.

Aboriginal and Torres Strait Islander people are encouraged to apply.

MEAA has made adjustments to its Redfern office to allow for people with a disability to participate.

Applications close on Friday 8 May 2026. Please forward your CV and covering letter marked attention to Stella Ward at jobs@meaa.org