

MELBOURNE International Arts FESTIVAL

Position Title: Marketing Manager
Work Unit: Marketing
Reporting to: Head of Marketing
Designation: Full time
Salary Range: \$75-85,000 FTE base per annum

Marketing Manager

Organisation Context

Melbourne International Arts Festival is one of Australia's leading international arts festivals and has an outstanding reputation for presenting unique international and Australian events in the fields of dance, theatre, music, visual arts, multimedia, free and outdoor events over 19 days each October.

Annual turnover is in the range of \$10-\$12 million, with revenue base comprising approximately 60% contributed public funding, 25% earned revenue from box office receipts and 15% contributed funds from sponsors and individual donors. There are 21 core staff, and a team that increases to over 60 with short term staff in the lead up to and during the festival.

Based in Federation Square, Melbourne International Arts Festival is an equal opportunity employer and as such is committed to fair and equitable treatment for all employees and potential employees. Aboriginal and Torres Strait Islander people are encouraged to apply.

As an employee you can make an important contribution to our culture, the development of our organisation and our ultimate success.

Summary of Position

Reporting to the Head of Marketing, the Marketing Manager is a member of a small team responsible for the oversight of the Festival brand, and the design and delivery of marketing and sales strategies, audience research, publications and online presence.

The role has one direct report, a part year contract position for a Marketing Coordinator. You will be required to effectively guide, manage and oversee the performance of the Marketing Coordinator, as well as managing any additional short-term contractors as required.

Purpose

The Marketing Manager's primary purpose is to ensure the successful delivery of the marketing and ticket sales campaigns of the annual Festival and the overarching Festival brand.

Key responsibilities include assisting in delivery of Festival event campaigns; key liaison role with other departments, external content producers and artistic companies; production and implementation of digital strategies and content; project management of website development; managing social media and other digital communication strategies; exploring opportunities with ticket purchase pathways and usage of the Festival's CRM with the Ticketing & Data Manager; assisting in strategic planning for advertising with the Head of Marketing; stakeholder and partner relationship management; and responsibility for management of budget relative to areas of control.

Position Title: Marketing Manager
Work Unit: Marketing
Reporting to: Head of Marketing

Key relationships

The role requires a team approach with all members of the Marketing department, which encompasses the publicity, data, ticketing and customer service units. The Marketing department works in close collaboration with the Development and Programming & Production departments, together with key external stakeholders and service providers, in order to successfully deliver marketing campaigns across the organisation.

Specific Responsibilities/Activities

Brand Oversight

- Proactively contribute to the implementation of the Melbourne International Arts Festival brand strategy across all areas of responsibility.

Marketing Campaigns

- Delivery of the annual marketing and ticket sales plans relevant to key areas of the role—such as print, digital and outdoor advertising—and execute or effectively delegate tasks.
- Oversee the design, production, distribution and placement of marketing collateral. Play a key role in liaison with production suppliers and manage the Marketing Coordinator in this area.
- Deliver timely campaign reports to communicate learnings and insights to inform future campaigns.

Digital and CRM

- Stay informed of emerging and best practice digital strategies and trends to inform a strategic plan for the Festival, identifying ways these can add value to the marketing and sales campaign mix.
- Working with the Ticketing & Data Manager, assist in the Festival's data acquisition strategies to support the growth of the database, ensuring activity is aligned with overarching marketing plans.
- Manage the delivery of accurate and timely promotional communications, content management and reporting.
- Segment and analyse audience data, produce and report audience segment and relevant analysis to internal stakeholders.
- Coordinate email communications with support from the Marketing Coordinator.
- With support from Marketing Coordinator, proactively maintain, coordinate resources and communicate with audiences via social media.
- Identify and implement promotional strategies to increase user engagement across all online and social media outlets, building audience engagement and advocacy.
- Comply to agreed visual asset storage procedures, follow permission/image credit approval processes, and use of digital content supplied to the Festival for promotional use.
- Analyse competitor/affiliate organisation activities and make recommendations for Melbourne Festival to retain a competitive online and digital advantage.

Position Title: Marketing Manager
Work Unit: Marketing
Reporting to: Head of Marketing

Website

- Assist in the delivery of the strategic plan for the development of the website.
- Assist in website content publication, ensuring it is entered, up to date and presented appropriately, including enterprise and event information, ticketing information and rich media.
- Assist in providing accurate and regular evaluation reports.

Content Development and Management

- In consultation with the Head of Marketing, initiate and implement a content creation strategy which focuses on driving heightened audience engagement and sales.
- Mine existing material and proactively create original content opportunities by liaising with companies, artists and media partners to encourage sharing and engagement
- Work with internal resource and manage external agencies to produce content.
- Plan and manage opportunities for content distribution.

Media, stakeholder and funder relationship management

- In consultation with the Head of Marketing and the Development department, identify and pursue media and marketing partnership and cross promotional opportunities.
- Manage relevant media stakeholder relationships.
- In collaboration with the Development team, provide strategic advice and support to leverage and maximize sponsor relationships.
- Ensure timely and efficient formal reporting and acquittals of all relationship management requirements.

Budget

- Assist with budget management and monitoring of expenditure as directed by the Head of Marketing.
- Contribute to process and operational practices to ensure effective control of budgeting, funds commitment, receipts and expenditure of the department.
- Comply with Festival policy regarding procurement of services.

General

- Manage WIP updates and documentation for meetings relative to the role.
- Identify and manage risks directly relevant to the role and responsibilities of the Marketing team.
- Manage all marketing timelines in an efficient and collaborative manner, ensuring all planning is documented and available to others.
- Represent the Festival brand at various industry and partner events.
- Participate and contribute to enterprise meetings and planning as required.
- Assist in the management and guidance of external contractors.

Position Title: Marketing Manager
Work Unit: Marketing
Reporting to: Head of Marketing

Key Selection Criteria

The selection criteria for the position are:

1. At least five years professional experience in a marketing role.
2. Brand: proven experience in overseeing cohesive brand delivery across all types of marketing collateral.
3. Communication skills: superior ability to communicate confidently, convincingly and effectively with all stakeholders, verbally and written. Excellent attention to detail and strong proofing skills.
4. Strategy and planning: demonstrated ability to develop and implement successful marketing and sales strategies.
5. Commercial acuity: demonstrated experience in delivering marketing and sales campaigns to meet budget targets.
6. Analytical thinking: ability to analyse analytics, marketing and sales data, and market research results to improve the quality and effectiveness of marketing strategies.
7. Team work: ability to work proactively within a small team unit as well as independently with initiative.
8. Time management and planning: demonstrated capacity to effectively plan and meet deadlines in a time sensitive environment.

Personal Attributes

Required for success in this role:

1. Leadership and strategic acuity: ability to self-manage strategic planning and tasks and provide leadership within area of expertise to senior and junior staff, plus external stakeholders.
2. Problem solving aptitude: ability to identify and anticipate problems and implement innovative solutions. ability to adapt to fluctuating workloads in a dynamic work environment.
3. Reliable and trustworthy: ability to perform duties with honesty and integrity, and experience in handling confidential information.
4. Attention to detail: maintain exceptional standards of accuracy in all work produced.
5. Customer service orientation: ability to understand the needs of the Festival audience, and a desire to deliver exceptional levels of audience engagement and customer service.

Location and other terms

The position is based at the Melbourne International Arts Festival offices in Federation Square, Melbourne.

The position is full time, permanent, commencing in February 2019.

Application details

Please provide your resume and covering letter (maximum two pages) responding to the selection criteria to: jobs@festival.melbourne

Applications close: Tuesday 8 January 2019 at 5PM

Interviews will take place on Friday 18 January 2019