

MELBOURNE International Arts FESTIVAL

Position Title: Marketing Coordinator
Work Unit: Marketing
Reporting to: Marketing Manager
Designation: Contract
Salary Range: \$55-60k FTE base per annum

MARKETING COORDINATOR

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 55% contributed public funding, 30% earned revenue from box office receipts and 15% contributed funds from sponsors and individual donors. There are 19 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 Marketing Manager, the Marketing Coordinator is a key member of a small team whose responsibilities include the oversight of the Festival brand, together with the design and delivery of marketing campaigns and sales strategies which enrich audience engagement and grow Festival revenue.

Purpose

The Marketing Coordinator is responsible for specific marketing projects including coordination of collateral distribution and of some advertising, coordination of the Festival's social media channels and website, management of the venue signage schedule, the development and implementation of co-operative marketing opportunities, some data management and general administrative support for the department. The role is integral to the design, planning and delivery of Festival marketing and ticket sales campaigns.

Key relationships

The role requires close cooperation with all members of the Marketing department, and close collaboration with the Development and Programming & Production departments. This position must ensure excellent customer service internally and externally, and manage successful relationships with external arts companies, venues, sponsors and suppliers.

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Specific Responsibilities/Activities

Signage

- Coordinate the implementation and production of the Festival's venue signage requirements.
- Liaise with internal and external stakeholders requiring content, production and installation requirements.
- Ensure all signage is designed, produced and installed by deadline and to budget.

Marketing Campaigns

- Assist in the delivery of marketing and ticket sales campaigns to grow revenue and enrich audience engagement.
- Assist in the design, production, distribution and placement of marketing collateral.
- Assist in coordinating distribution of all Festival promotional materials.
- Assist in the design and purchase of Festival merchandise.

Digital and CRM

- Manage the Festival's social media, including planning, content creation, scheduling and reporting, and assisting in building and reporting on paid advertising campaigns.
- Coordinate the execution of Festival Enews and targeted EDMs including content collation, creation and distribution.
- Work closely with the Development team to ensure marketing benefits for sponsors are delivered and provide timely reports and analysis.
- Update the Festival website/s.
- Assist with identifying and implementing unique promotional strategies to increase user engagement and build advocacy.
- Using the Festival's CRM, segment audience lists for targeted marketing and ticket sales campaigns.
- Assist the Ticketing & Data Manager in data administrative tasks as directed.
- Manage VIP and industry invitations and communications lists.

Cooperative Marketing

- With guidance from the Marketing Manager, develop and manage the roll out of a Festival cross promotional and affiliate marketing plan.
- Identify partners who can provide cooperative marketing opportunities.
- Ensure a keen working knowledge of the Festival program and venues to maximise cross promotional opportunities and contribute to departmental strategy.
- Assist with the delivery of the Festival's Primary and Secondary education program.
- Liaise with venues and industry bodies regarding accessibility for Festival events and assist in the development of strategies to optimize engagement and Festival access for people with disabilities and access needs.
- Build and maintain effective relationships with venues, sponsors, stakeholders, suppliers and others associated with the cooperative marketing campaign.

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General

- Handle aspects of the Festival's customer service when appropriate.
- Keep the Marketing Manager informed of issues, progress and changes that have budgetary or contractual impact.
- Develop and maintain effective filing and archiving systems for marketing activities.
- Manage WIP updates and documentation for scheduled meetings relative to the role.
- Manage all marketing timelines in an efficient and collaborative manner; ensuring all planning is documented and available to others.
- Represent the Festival at various industry and partner events where necessary.
- Participate and contribute to enterprise meeting and planning as required.

Key Selection Criteria

The selection criteria for the position are:

1. At least two years **professional experience** in a marketing role, or in a profession that you can demonstrate has clear transferrable skills.
2. **Communication skills:** superior ability to communicate effectively with stakeholders of all types, verbally and in writing. Excellent attention to detail and strong proofing skills.
3. **Relationship management:** demonstrated experience in cultivating and maintaining internal and external stakeholder relationships.
4. **Team work / collaboration:** An understanding of the contributions required from other work units, senior staff, Board and other team members to develop a successful marketing campaign and nurturing of the relationships that facilitate it.
5. **Time management and planning:** Demonstrated capacity to effectively plan and meet deadlines.
6. **Industry overview:** sound knowledge of the Australian and particularly the Melbourne arts sectors and familiarity with marketing, advertising and promotional processes.
7. **Technical expertise:** Competent with technology generally, proficiency in Microsoft Office. Photoshop and Tessitura skills desirable but not essential (training commensurate with responsibilities will be provided).

Personal Attributes

Required for success in this role:

1. **People skills** – the ability to develop positive, collaborative working relationships at all levels.
2. **Reliable and trustworthy** – able to perform duties with honesty and integrity and is comfortable and experienced in handling confidential information.
3. **Problem solving aptitude** – able to identify and anticipate problems then discuss and implement solutions.
4. **Flexibility and openness** – able to adapt to fluctuating workload and demands in a dynamic work environment.
5. **Attention to detail** – maintain exceptional standards of accuracy and integrity in all work produced.
6. **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.

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Location and other terms

The position is a fixed term full time contract from April to November 2019.

The position is based at the Melbourne International Arts Festival Offices at Level 2, Yarra Building, Federation Square, Melbourne.

Application details

Please provide your resume and covering letter responding to the selection criteria to: Email: jobs@festival.melbourne

Applications close: Monday 25th March 2019 at 5pm

Interviews will take place: 28th and 29th March 2019