

# RISING :

MARKETING DIRECTOR (MAT LEAVE COVER)  
POSITION DESCRIPTION, SEPTEMBER 2020

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ROLE :	MARKETING DIRECTOR (MATERNITY LEAVE COVER)
TEAM :	BRAND AND COMMERCIAL
TERM :	FIXED TERM; FULL-TIME NOVEMBER 2020–JULY 2021. POTENTIAL FOR EXTENSION/JOB SHARE OPPORTUNITIES
REPORTING TO :	CO-CEO HANNAH FOX

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## RISING

RISING is a surge of art, music and ceremony in the heart of Melbourne.

Taking the place of the Melbourne International Arts Festival and White Night Melbourne, RISING is a major cultural event for the Asia Pacific Region created by a diverse team of local, national and international artists and curators.

RISING will begin on the evening of the total lunar eclipse in May 2021. Interlocking circles of experience and connection will radiate through the night, as the city re-synchronises and is re-energised with public art, performance and music spanning the emerging and iconic, the epic and intimate.

The inaugural festival will take place 26 May – 6 June 2021.

<https://rising.melbourne/>

The festival will be also be engaged to run additional projects and will provide the full support and resourcing of the organisation required to successfully deliver these projects.

## THE ROLE

We are looking for a results-driven senior creative marketer to lead our marketing and sales activities for the inaugural 2021 festival.

RISING's Brand and Commercial department includes our in-house creative agency Content and Engagement team, Sales and Ticketing, Food and Beverage as well as external agencies overseeing public relations and commercial partnerships. You will oversee these teams to implement strategies that maximise revenue, meet income targets and amplify brand awareness.

You are a natural leader experienced in motivating teams, with an exceptional track record of exceeding sales targets. You understand how to balance long-term brand strategy with highly effective integrated sales campaigns. You know how to manage a department budget and team workflow.

No one holds you to higher standard than yourself. You're curious, responsive and know how to interpret trends, data and insights to plan and refine campaign activities. You will lead the Content and Engagement and Ticketing teams to build a holistic customer journey from media buying, purchase pathway and sales conversion, pre and post-event communication and post-festival insights. You'll ensure all consumer-facing activities — from paid and owned media to commercial partnerships to public relations to on-ground delivery — reflect a cohesive brand experience.

Your clear communication skills and ability to process information and give clear direction will enable our increasingly complex workflow to be managed across multiple departments and reported up. You're a problem solver who has good instincts for navigating roadblocks and unanticipated challenges. No task is too small for you – you're collaborative and have a positive approach to finding solutions.

*This is a full-time fixed term maternity leave cover role until 30 July 2021, with the potential for future extension or job share opportunities.*

## DAY-TO-DAY, YOU WILL :

- Oversee marketing and ticketing activities for the 2021 festival
- Lead the Brand and Commercial teams to deliver an exceptional brand experience across all channels including on ground
- Implement and refine data-driven strategies to optimise brand awareness, sales conversion and retention
- Provide strategic guidance on media strategy, interpreting data to refine campaign activities
- Work with the Development Director to ensure on-brand delivery of fundraising campaigns and activities
- In consultation with the Co-CEO, provide guidance on corporate sponsorship negotiations, activations and relevant brand benefits and ensure their delivery
- Manage the Brand and Commercial department budget and master timeline
- Meet regularly with the Stakeholder Marketing & Communications Group updating Visit Victoria and Creative Victoria marketing and communications teams on key milestones and leveraging relevant amplification opportunities
- Assist with the negotiation and management of other key stakeholder requirements as required

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- Oversee recruitment, performance evaluations and other HR activities for the Brand and Commercial department
- Lead the delivery of key components of RISING's FairPlay Equity Action Plan that relate to Brand and Commercial activities

## SKILLS YOU'LL NEED:

- 5+ years in a senior arts / events marketing role
- Ability to lead, motivate and drive a team
- Strong strategic thinking across the marketing mix channels and deep understanding of the current media landscape including digital, broadcast and paid media planning and buying
- Proven track record of driving audience growth and exceeding sales targets
- Advanced experience developing and implementing integrated marketing strategies
- Exceptional stakeholder relationship management
- Strong data driven skills with the ability to interpret relevant data for campaign refinement
- Highly developed project management skills, including excellent time management skills, attention to detail and ability to prioritise
- Capability to think strategically, analyse complex situations and develop creative solutions
- Strong communication, presentation and negotiation skills
- Passion for arts and culture and a roll-up-your sleeves attitude

## BONUS POINTS FOR:

- Experience working in a festival context
- Experience with Tessitura
- Understanding of MHM cultural segments

## KEY SELECTION CRITERIA:

To accompany your cover letter, please respond to the below criteria. Your responses should offer at least one example that shows the necessary experience, and describes the context or situation, the actions you took and the outcome or result of those actions.

- Driving audience growth and exceeding sales targets and in a senior marketing role: developing and implementing successful strategies for generating brand awareness, increased attendance and ticket sales
- Working collaboratively to achieve creative and commercial results: collaborating on a campaign that demonstrated innovation and commerciality
- Leadership and team management: motivating a team to achieve exemplary results
- Stakeholder management: respectfully assertive in managing external stakeholders

RISING is a new festival aspiring to be a cultural leader in diversity and inclusion. We want our organisation and program to be a true reflection of our city representing people of diverse abilities, cultures and backgrounds. We encourage applications from First Nations people, those who are culturally and linguistically diverse, and people who have a disability or who are d/Deaf.

If you have access requirements that will cause difficulty applying online and you need assistance, please call 03 9662 4242, Monday to Friday, between 9AM-5PM. We are only able to respond to accessibility enquiries at this number, for all other queries please email [jobs@rising.melbourne](mailto:jobs@rising.melbourne).