



JOB SPECIFICATION

Title: Marketing Coordinator
Reports to: Marketing & Development Director
Department: Marketing
Supervises: Volunteers and Signage Assistant as required
Date: June 2009 – 26 March 2010

1. Job Summary

The Marketing Coordinator provides general support across the Marketing Department specifically signage planning; distribution and direct mail campaigns; website and database management; on-line promotions and other marketing activities.

2. Key working relationships

The Marketing Coordinator will report directly to the Marketing & Development Director and work specifically for Marketing Executives Anna Le Poidevin and Hilary Abel. The Marketing Coordinator will also work with broader Festival staff as required, key suppliers (including graphic designers, print broker, web developer, distribution companies, etc), the media and sponsors.

3. Key competencies

- Experience in assisting the building, design, implementation and editing of websites.
- Assisted in the development of e/marketing strategies and on-line promotions.
- Experience with writing and sending e-newsletters.
- Experience with maintaining an on-line database.
- Experienced in the operation of social on-line marketing networks such as Facebook, twitter etc...
- Some knowledge of and experience in database maintenance.
- Some experience in managing distribution and direct mail campaigns.
- Excellent literacy, writing, editing and proofing skills
- Experience in marketing, preferably within the performing arts and/or Festival events
- Outstanding communication and interpersonal skills
- Strong planning, organisational and administrative skills
- Computer skills including a good knowledge of database programs and Microsoft Office applications
- Ability to manage complex tasks, challenging projects and competing deadlines concurrently
- Strong project management skills

- Ability to think creatively and strategically
- Collaborative working style with an ability to work within a team in a hands-on capacity to achieve individual, team and organisational goals
- Energetic and highly motivated
- Good humour with a positive and enthusiastic outlook
- Tertiary or similar qualifications in marketing, communications or related field would be highly regarded

4. Key Accountabilities and Functions

- In association with the Marketing Director and other Festival staff (as required), assist with the:
 - Web marketing requirements of the Festival including the implementation and editing of the corporate and Festival websites
 - Development of the e/marketing and on-line promotional activity
 - Maintenance of the Festival database
 - Timely delivery of e-newsletters to the Festival database
- In association with the Marketing Executive, assist with the:
 - Planning of all 2010 Adelaide Festival signage requirements – promotional, venue, general and directional signage, including:
 - Identifying potential signage sites
 - Liaising with site/venue management in booking and securing locations
 - Liaising with signage suppliers to generate appropriate types of signage
 - Liaising with the Festival Graphic Designer to produce all signage
 - Securing all necessary permits and permissions for signage
 - Developing detailed in/up/out schedules
 - Supervising signage staff engaged in the installation, movement and removal of signage
 - Working with Festival staff in staging and managing launches and other major public events
 - Ensuring the removal and making good of all signage sites at the completion of the Festival, and delivering all signage back into storage
- In association with the Marketing Executive, assist with the:
 - Planning and implementing various distribution and direct mail strategies, including list and destination sourcing, database management, letter composition, approvals, liaison with mailing house and evaluation
 - Researching program specific content for the production of the 2010 Festival booking guide and other materials
 - Producing various types of print-based marketing materials, including project management, proof reading and facilitating approval processes

- Managing the logical filing and archiving of Festival marketing materials (including images, audio visual material, publicity files, clippings, archival material, advertising material)
- Responding to requests for Festival marketing materials and files (eg. posters, programs, logo requests, etc)
- In association with the Marketing Executives, plan and implement a promotions strategy incorporating Festival sponsors where possible
- Undertake projects and activities as directed by the Marketing & Development Director as required from time to time
- Ensure privacy legislation is strictly and consistently adhered to
- Evaluation and written reporting on the effectiveness of activities undertaken in your role

5. Generic Work Skills

As a member of the Adelaide Festival staff team, all staff will demonstrate the following skills:

- Leadership - Demonstrates a commitment to corporate priorities and values, takes personal responsibility, adheres to organisational policies and procedures and upholds confidential information
- Team work - Approaches all personnel with respect and consideration, collaborates effectively with staff team
- Problem solving - Embraces flexibility and lateral thinking; facilitates solutions and makes decisions based on an understanding of the relevant issues, factual information and logical assumptions
- Influencing - Seeks to secure support and commitment from colleagues through the clear articulation of ideas, opinions and open dialogue, supported where possible by factual information
- Communication - Active contribution to a positive and effective work environment through open and inclusive planning, continuous information sharing and transparent work processes
- Customer service - Be accessible to colleagues and stakeholders, work to understand their needs, negotiate outcomes that are acceptable to both parties and provide deliverables as agreed

For more information contact Anna Lepoidevin alepoidevin@adelaidefestival.com.au

Applications close Friday 19 June 2009 and should be directed to:

Colin Coster
 Marketing & Business Development Director
 Adelaide Festival
 PO Box 8221 Station Arcade
 Adelaide SA 5000