

SYDNEY FESTIVAL

Sydney Festival is a celebration of Sydney during the summer holiday month of January. It is one of Australia's largest annual cultural events and has an international reputation for modern, popular and contemporary programming spanning all art forms including dance, theatre, music, visual arts and large-scale free outdoor events.

Title	Marketing Coordinator (Campaigns)
Salary	\$50,000 – \$55,000 + superannuation (pro-rata)
Contract	1 November 2021 – 4 February 2022
Reports to	Marketing Director

PURPOSE OF POSITION

The Marketing Coordinator is a key player in the planning and implementation of Sydney Festival's marketing campaigns with core responsibilities around advertising, media partners and promotional campaigns.

The position forms an integral part of Sydney Festival's marketing team, responsible for the ongoing management of the integrity of the Festival brand; development of the Festival profile as well as generating box office income. This is achieved through an overarching integrated communications campaign as well as targeted campaigns for individual events, productions and strands. The department also delivers marketing benefits to sponsors.

KEY RESPONSIBILITIES

- Coordination of advertising campaigns, including briefing graphic designers, proofreading, and supply of artwork to media agencies and outlets.
- Sourcing and working with various promotional partners, coordination of competitions, giveaways and ticket offers.
- Servicing media partnerships including outdoor advertising, radio, print, TV and digital.
- Planning and coordination of niche marketing campaigns within the Festival program.
- Provision of retrospective marketing information for sponsorship reports.
- Management of relationships with media buying agency and media partners
- Management of relationships with assigned venues, including promotional activity and other marketing opportunities
- Writing of signage briefs and working closely with the Signage Coordinator to ensure signage is designed and delivered to schedule
- Support on website, email and social media as required.
- Support on administration tasks for Communications and Publicity, including assistance on photography schedule and media calls.
- During the Festival, provision of social media support.
- Provision of retrospective marketing information for sponsorship reports.
- Provide marketing assistance across the organisation as required.
- Responsibility for managing timelines (Monday.com project sheet) and reporting to the Marketing Director on work in progress.
- Assisting the Marketing Director with Purchase Orders, invoicing and updating budgets accurately in financial system.
- Other duties as directed by the Marketing Director.

SKILLS AND EXPERIENCE

- Demonstrated experience in marketing campaign delivery, preferably within the arts industry.
- Experience in the development of innovative, effective and targeted marketing promotions.
- Great communication skills (written and oral), attention to detail and strong time management skills
- Strong customer focus in dealing with internal and external stakeholders.

TO APPLY

If this sounds like you, download the job description from <https://www.sydneyfestival.org.au/work-with-us>

Submit your resume and cover letter by email to marketing.jobs@sydneyfestival.org.au by 5pm on Sunday 7 November. Early applications will be considered and an appointment may be made prior to end date.