



MARKETING SPECIALIST

Each January Sydney Festival shakes up Sydney with a summer festival of music, art, dance, theatre and immersive experiences. We're proud of our long history of commissioning groundbreaking new Australian art, and we're equally proud to be a great place to work, with many of the seasonal team members returning year after year.

Sydney Festival is committed to equity and inclusion. We welcome and encourage applications from Aboriginal and Torres Strait Islander peoples, people from culturally and linguistically diverse backgrounds, people with disability and people from the LGBTQI+ community.

Title	Marketing Specialist
Contract	10 September 2024 – 7 February 2025
Salary	\$70,000 + superannuation (pro rata)
Reports to	Campaign Manager

PURPOSE OF POSITION

The Marketing Specialist is a key player in the planning and implementation of the overall marketing campaigns for Sydney Festival with core responsibilities around advertising, media partnerships, paid social media 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

The main functions of the Marketing Specialist include:

- Working with the Campaign Manager and Marketing Director to develop and implement strategic marketing campaigns for Sydney Festival which align with the organisation's long term vision and reach attendance targets.

- In consultation with the Campaign Manager, plan and execute a results-driven paid social media and digital advertising strategy.
- Planning and managing paid social media campaigns including briefing graphic designers, proofreading and supply of artwork to media agencies.
- Servicing media partnerships including outdoor advertising, radio, print, TV and digital.
- Planning and coordination of niche marketing campaigns within the Festival program.
- Management of relationship with digital media agency.
- Management of relationships with assigned venues, including promotional activity and other marketing opportunities.
- Management of relationships with assigned artists, including sourcing key assets and organising promotional activity.
- Support on website, email and social media as required.
- Support on delivery of sponsorship deliverables and provision of retrospective marketing information for sponsorship reports.
- Provide marketing assistance across the organisation as required.

SKILLS AND EXPERIENCE

- Demonstrated experience managing paid social media campaigns
- Highly developed project management skills
- Strong analytical and problem solving skills
- Outstanding written and oral communications skills
- Knowledge of digital marketing trends and the Australian cultural sector.
- Experience in arts, music, culture or entertainment industries highly regarded.
- Proven high level organisational and time management skills, high level attention to detail and follow through
- Ability to work effectively in a team
- Proven initiative and high levels of self-motivation, as well as the ability to work unsupervised
- Proven ability to work under pressure as well as plan and prioritise an often heavy workload
- Experience in a high-profile, busy and dynamic environment

TO APPLY

If all this sounds like you, submit your CV and cover letter by email to marketing.jobs@sydneyfestival.org.au