



MARKETING COORDINATOR (Signage and Branding)

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 Coordinator (Signage and Branding)
Contract	1 October 2025 – 30 January 2026
Salary	\$62,500 + superannuation (pro rata)
Reports to	Campaign Manager

PURPOSE OF POSITION

The Marketing Coordinator (Signage and Branding) is a key player in the planning and implementation of the overall marketing campaigns for Sydney Festival.

The Marketing Coordinator (Signage and Branding) is a champion of the Sydney Festival brand. In consultation with the Campaign Manager and Production team, the Coordinator plans, budgets and coordinates the delivery of all promotional and wayfinding signage across Sydney Festival venues.

ORGANISATIONAL CONTEXT OF POSITION

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.

The department is responsible for ensuring the Festival is perceived as being successful, ethical and vibrant and therefore attractive to audiences, sponsors and other key stakeholders – from Board members to current and potential employees and contractors.

Outside the department, the position liaises with Development, Programming, Production and Administration departments as well as the Executive Office and external suppliers.

KEY RESPONSIBILITIES

The main functions of the Marketing Coordinator include:

- Responsibility for delivery of all Festival and marketing signage including: budget management; management of relationship with signage companies and negotiating best deals; writing briefs; project management of signage design, production, delivery and installation; and approval of signage by marketing and other stakeholders
- Responsibility for scoping and communicating all marketing and sponsor signage opportunities at all venues utilised by Sydney Festival
- Maintain spreadsheet of signage opportunities including accurate sizes, deadlines and costs
- Maintaining close relationship with Production department staff including attending weekly meetings, venue site visits; communicating status of signage delivery, installation dates and bump outs
- Attend significant signage installs to brief installers (i.e.: large outdoor stage, outdoor artworks)
- Install some signage independently, as required
- Documentation of all venue signage
- Stocktake of existing signage and coordination of storage of signage post-festival

SKILLS AND EXPERIENCE

- Highly developed project management skills
- Previous experience in print marketing or signage creation desirable
- An understanding of design principles is desirable
- On-ground production or logistics experience highly regarded
- Strong analytical and problem-solving skills
- Outstanding written and oral communications skills
- Proven high level organisational and time management skills, high level attention to detail and follow through
- Ability to think laterally and creatively
- 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
- Proficient in the use of Microsoft Office applications, especially Excel
- Working knowledge of InDesign is highly regarded

TO APPLY

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