

DIGITAL MARKETING COORDINATOR

One of Australia's largest international arts events, Sydney Festival is a city-wide celebration of culture and creativity, transforming Sydney in January since 1977. From the streets to the beach, in stately theatres and in secret basements, it animates spaces across Greater Sydney with a free and ticketed program of theatre, music, dance, visual art, and all the experimental in-between places of live performance. As a dedicated commissioner of new Australian works, Sydney Festival showcases our nation's diverse storytellers to the world, whilst drawing the world's finest artists to Sydney.

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	Digital Marketing Coordinator
Salary	\$65,000 + superannuation (pro-rata)
Contract	August 2025 – January 2026
Reports to	Content Manager

PURPOSE OF POSITION

The Digital Marketing Coordinator is a key player in the planning and implementation of Sydney Festival's marketing campaigns, responsible for the building and maintenance of website and email and occasional support on social media. The role also supports delivery of digital advertising and promotional campaigns.

The Coordinator is integral to Sydney Festival's marketing team, which is responsible for maintaining the integrity of the Festival brand, developing the Festival profile as well as generating box office income. This is achieved through an overarching integrated marketing and communications campaign as well as targeted promotions for individual events and programming strands. The department also delivers marketing benefits to sponsors.

KEY RESPONSIBILITIES

- Inputting content into the Sydney Festival website and managing website updates.
- Building e-newsletters, including pre-event customer notification emails.
- Providing social media support across Sydney Festival's channels, including Instagram, Facebook, LinkedIn, Tik Tok and YouTube.
- Providing database support with ticketing data lists required for campaigns.
- Support on digital advertising campaigns, including briefing graphic designers, proofreading, and supply of artwork to media agencies and outlets.
- Planning and coordination of niche marketing campaigns within the Festival program.
- Sourcing and working with various promotional partners, coordination of competitions, giveaways and ticket offers.

- Support in providing sponsorship and partnership contracted deliverables and ongoing documenting of progress for final reports.
- 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 signage briefs, working with the Signage Coordinator to ensure signage is designed and delivered to schedule.
- Support on administration tasks for Marketing Team, and marketing assistance across the organisation as required.
- Management of digital timelines (Monday.com project sheet) and reporting to the Content Manager on work in progress.
- Assisting the Content Manager with Purchase Orders, invoicing and updating budgets accurately in financial system.
- Other duties as directed by the Content Manager or Marketing Director.

SKILLS AND EXPERIENCE

- Demonstrated experience in marketing campaign delivery, preferably within the arts industry.
- Excellent administrative, project management and time management skills.
- Great communication skills (written and oral) and ability to work in a collaborative team environment
- Positive, problem-solving approach to stakeholder management.
- Experience with website CMS, email platforms, social media channels and Google Analytics highly regarded.

TO APPLY

Email your CV and a cover letter of no more than one page to marketing.jobs@sydneyfestival.org.au

Applications close Wednesday 30 July.

Early applications are encouraged, and an appointment may be made prior to the closing date.