



MARKETING CAMPAIGN COORDINATOR

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. 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 Campaign Coordinator
Contract	25 August 2025 – 31 January 2026
Salary	\$65,000 + superannuation (pro-rata)
Reports to	Campaign Manager

PURPOSE OF POSITION

The Marketing Campaign 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

The main functions of the Marketing Campaign Coordinator include:

- Manage and update schedules and project management boards for campaigns (Monday.com project sheet), reporting to the Campaign Manager on work in progress.
- Writing of weekly reports of traffic and ticket sales trends to support campaign insights
- Support on the rollout of multichannel advertising campaigns, including briefing graphic designers, proofreading and supply of artwork to media agencies and outlets.

- Support on the rollout of digital marketing and advertising, including influencers
- Support on the development and distribution of marketing material to mail houses, street press, venues and marketing partners
- Planning and coordination of niche marketing and targeted audience outreach campaigns within the Festival program (e.g. Accessibility)
- Nurture and service relationships with media buying agency, paid media and media sponsors
- Nurture and service relationships with government, venues, promoters and other marketing contacts to maximise promotional activity
- Management of relationships with assigned artists, including sourcing key assets and organising promotional activity.
- Writing of signage briefs and working closely with the Campaign Manager and Marketing Coordinator (Branding and Signage) to ensure signage is designed and delivered to schedule.
- Sourcing and working with various promotional partners, coordination of competitions, giveaways and ticket offers.
- Support on delivery of sponsorship deliverables and provision of retrospective marketing information for sponsorship reports.
- Assisting the Campaign Manager and Marketing Director with Purchase Orders, invoicing and updating budgets accurately in financial system.
- Other duties as directed by the Campaign Manager.
- Provide marketing assistance across the organisation as required.

SKILLS AND EXPERIENCE

- Demonstrated experience in marketing campaign delivery, preferably within the arts industry.
- Experience in arts, music, culture or entertainment industries highly regarded.
- Experience in the development of innovative, effective and targeted marketing promotions.
- Outstanding communication skills (written and oral), attention to detail and strong time management skills
- Proven initiative and high levels of self-motivation, as well as the ability to work unsupervised
- Ability to work effectively in a team
- 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

Applications close at midnight on Wednesday 30 July. Early applications will be considered, and an appointment may be made prior to the closing date.