



Level 5, 10 Hickson Rd, The Rocks  
Sydney NSW 2000 Australia  
Phone 61 2 8248 6500

[sydneyfestival.org.au](http://sydneyfestival.org.au)  
ABN 60 070 285 344

## PUBLICATIONS & CONTENT EDITOR

Sydney Festival is a joyous celebration of Sydney and the arts during January. We're one of Australia's largest annual cultural events and hold an international reputation for stellar 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 our 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.

<b>Title</b>	Publications and Content Editor
<b>Contract</b>	July 2026 – 31 January 2026
<b>Salary</b>	\$75,000 + superannuation (per annum, pro-rata to contract period)
<b>Reports to</b>	Marketing Director

### PURPOSE OF POSITION

The Publications & Content Editor is a key player in the planning and implementation of the overall marketing, promotional strategies and campaigns for Sydney Festival. These serve to promote Sydney Festival as a high-quality arts event with cultural significance and major tourism desirability, achieve revenue targets and make a significant contribution to the delivery of the Festival's overarching and ongoing strategic objectives and business plans.

This role champions Sydney Festival's brand tone of voice and language style guide. In consultation with the Marketing Director, the Publications & Content Editor role is responsible for managing delivery of the printed and online program guides, mini guides and daybills as well as creating engaging original content for the Sydney Festival social media channels, email, website and other channels as required by the Marketing Director.

### KEY RESPONSIBILITIES

- Copywriting as required and proofreading copy to perfection in spelling, grammar and factual accuracy, in line with the Sydney Festival brand tone of voice and language style guide.
- Management of relationships with assigned artists, including sourcing key assets and updating project management tracking schedules (Monday.com).
- Project management of the Festival brochure, including researching background information on companies and artists, collating images, liaison with companies on content and approvals, internal liaison on content and approvals, and liaison with copywriters, designers, print brokers and printers.
- Production of other marketing collateral as required, including liaison with designers and copywriters, print brokers, mailing and distribution houses, promotion companies, liaison with internal and external stakeholders, copywriting and design.
- Production of event programs and daybills including liaison with companies on content and approvals, internal liaison on content and approvals, commissioning articles and essays, and liaison with designers and print brokers.



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- Writing copy for event communications, such as event FAQs and pre-show information.
- Copywriting for other channels as required, including writing articles for Festival Stories on website. Additionally writing for social media, email and other channels where required, liaising with the Content Manager.
- Commissioning and editing content from freelance writers.
- Occasional assisting with the video production, including event trailers, promotional videos and onsite filming during January with Festival videographers.
- Assisting the Campaign Manager with generating sponsored content angles for paid media, inclusive of media partnerships.
- Early preparation for the production of the end-of-Festival Annual Review, including copy writing, collating images and liaison with print brokers.
- Provision of retrospective marketing information for sponsorship reports.
- Marketing department administration and archiving.
- Provide marketing assistance across the organisation as required.
- Managing a high volume of digital requests, balancing competing work priorities, and maintaining project management tool list of work in progress.
- In consultation with the Marketing Director, financial management of budgets, ensuring delivery is on time and on budget with Purchase Orders accurately entered into financial system.
- Other duties as directed by the Marketing Director.

## **ESSENTIAL SKILLS AND ATTRIBUTES**

- An exceptional writer, copy editor and proofreader.
- Ability to translate and repurpose content across a variety of channels for a diversity of audiences.
- Demonstrated experience in print management: from brief, through design to proofing and delivery.
- Demonstrated experience in marketing campaign delivery, preferably within the arts industry.
- Exceptional attention to detail, with strong organisational and time management skills.
- Strong customer focus in dealing with internal and external stakeholders.

## **TO APPLY**

If this sounds like you, submit your CV and a one-page cover letter by email to [marketing.jobs@sydneyfestival.org.au](mailto:marketing.jobs@sydneyfestival.org.au).