

SYDNEY FESTIVAL POSITION DESCRIPTION

Title	Marketing & Digital Manager
Reports to	Head of Marketing and Customer Services
Positions reporting	Graphic Design Manager (permanent full time) Short term contract roles including Publications Editor, Marketing Coordinator - Digital, Marketing Coordinators, Signage Coordinator (subject to change)
Liaises with	Heads of Department Suppliers, particularly design, print & media buying Creative, digital and advertising agencies Web developers Corporate partners Media partners Producing partners Venues

PURPOSE

- In collaboration with the Head of Marketing & Customer Services and the Marketing team, to plan and implement Sydney Festival's marketing, digital and brand strategy, distinguishing the Festival within the marketplace, reflecting industry best practice and achieving agreed financial targets.

ORGANISATIONAL CONTEXT

The position forms an integral part of Sydney Festival's marketing team, responsible for the management of the Festival brand, the development of the Festival profile and achieving agreed attendance targets across free and ticketed events. This is achieved through integrated campaigns across digital platforms, traditional media and through a range of valuable media partnerships.

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.

RESPONSIBILITIES

- Work with the Head of Marketing & Customer Services and the Marketing management team to develop and implement strategic marketing campaigns for Sydney Festival which align with the organisation's long term vision and reach attendance targets.
- Appoint and manage a seasonal team of contract staff, ensuring appropriate structures, competencies and values are developed.

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- In consultation with the Head of Marketing & Customer Services, lead the development and implementation of Sydney Festival's digital marketing strategy.
- Ensure the Festival brand appropriately communicates the organisation's artistic vision to stakeholders.
- Develop editorial strategies and work with Publications Editor to produce the annual Festival brochure and other print collateral.
- Collaborate with the Development team to ensure promotional opportunities are maximised for Festival Sponsors.

KEY DUTIES

- In collaboration with the Head of Marketing & Customer Services, manage the creation and implementation of the annual Festival campaign.
- Manage relationships with digital, creative and media agencies.
- Manage and develop Sydney Festival's digital marketing tools, including the website, emails and social media.
- Plan, write and distribute some email-marketing, as required during the off-peak season.
- Collaborate in the development of a digital and content plan consistent with the organisation's long term strategy.
- Work closely with the Development team to deliver sponsor benefits.
- Oversee the management of the Festival's databases and develop appropriate strategies to communicate with Festival audiences.
- Working with various datasets and analytics to determine the effectiveness of campaigns and inform strategy.
- Liaise with venues on marketing and customer service.
- Oversee management of the Festival signage requirements.
- Liaise with all departments within the Festival.
- Provision of detailed retrospective marketing information for reports.
- Working with internal and external ticket agents to ensure positive customer experience.

KNOWLEDGE, SKILLS AND EXPERIENCE

Knowledge

- A thorough understanding of digital marketing tools, marketing practices and trends across all current and emerging mediums.
- Demonstrated experience in managing corporate social media accounts.
- Knowledge of the Australian cultural sector, its practices and supporters.
- An interest in broader marketing and communications solutions.
- An understanding of the workings of not for profit organisations.
- Knowledge of technology and its potential applications as a marketing and sales tool.
- An understanding of the corporate sector and sponsorship objectives.

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Skills

- Ability to manage a team in a very busy environment.
- Highly developed project management skills.
- Advanced computer skills, including experience using a content management system.
- Proven high level organisational and time management skills.
- High level attention to detail and 'follow-through'.
- Proofing and editing skills.
- Ability to think laterally, creatively and strategically.
- Strong analytical and problem solving skills.
- Outstanding written and oral communications skills.
- Highly developed interpersonal skills.
- Sensitivity towards artists and the creative process.
- 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

- Demonstrated experience in digital marketing campaign delivery, preferably within the arts industry.
- Experience in the development of innovative, effective and targeted digital marketing solutions.
- Relationship management across a broad range of internal and external stakeholders.
- Experience in a high-profile, busy and dynamic environment.

SELECTION CRITERIA

1. Experience in a management role within the arts or not for profit sector.
2. Extensive experience in digital marketing and brand management.
3. Experience in designing, implementing and directing multiple projects and campaigns ensuring accountability and meeting deadlines.
4. Demonstrated capabilities in managing staff and budgets, building teams and ensuring those teams are integrated across the organisation.

Applications should be submitted via email, to Tina Walsberger, Head of Marketing and Customer Service, at tina.walsberger@sydneyfestival.org.au by 9am, Friday 2 June.

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Applications for the position should include the following information.

Personal Details

- Full name
- Address – work and home
- Contact telephone numbers
- Confidential email address
- Visa eligibility, where applicable

Curriculum Vitae covering

- Details of all positions held, including dates and reporting lines, responsibilities and key achievements
- Details of education, professional training and qualifications
- Any other relevant information (e.g. speaking engagements, offices held in professional bodies, publications, etc.)

Candidate's Statement

- A statement of up to three pages containing an outline of what you bring to the role (which includes a brief response to each of the Selection Criteria), your understanding of Sydney Festival and your assessment of the potential opportunities and challenges for the Festival and how you would address them both in the short and longer-term.

Referees

- Contact details of three referees including name, relationship to candidate, current telephone number and email address
- Please note that referees will not be contacted until after consultation with the candidate and only if the candidate proceeds to the shortlist phase. It is the candidate's responsibility to ensure that their referees are willing to provide oral reports when contacted.

Date of Commencement

- Please provide an indication of the earliest date on which you could commence in the role.

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