

# SYDNEY FESTIVAL 2018

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.

<b>Title</b>	Marketing Coordinator
<b>Contract</b>	24 July 2017 – 2 February 2018
<b>Salary</b>	\$52,000 - 58,000 pro rata
<b>Reports to</b>	Marketing & Digital Manager

## 1 PURPOSE OF POSITION

One of three Marketing support positions, this Marketing Coordinator is a key player in the planning and implementation of Sydney Festival's marketing campaigns particularly through its range of publications.

In consultation with the Marketing & Digital Manager and the Publications Editor, this Marketing Coordinator will coordinate the delivery of marketing collateral, advertising and promotional campaigns.

## 2. 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.

## 3. NATURE AND SCOPE OF WORK PERFORMED

The main functions of the Marketing Coordinator are:

- In consultation with the Publications Editor, project management of the Festival brochure and Parramatta brochure, incl. 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 some other print marketing collateral, such as the access brochure flyers and posters, including liaison with designers,

print brokers, mailing and distribution houses, promotion companies, liaison with internal and external stakeholders, copywriting and design.

- Responsibility for the distribution of Festival brochure and other collateral, ensuring well-targeted reach.
- Responsibility for the promotion of Sydney Festival's Access program, including liaison with relevant organisations and distribution of the Access brochure.
- Working with Sydney Festival's digital marketing tools, including the website and eDMs to roll out an agreed Festival campaign.
- Writing of blog posts about Festival events and artists as relevant.
- Responsibility for the writing of advertising and signage briefs.
- Niche marketing campaigns as required.
- Provision of retrospective marketing information for sponsorship reports.
- Marketing department administration and archiving
- Responding to general public enquiries
- Provide marketing assistance across the organisation as required

#### **4. KNOWLEDGE, SKILLS AND EXPERIENCE**

##### **A. Knowledge**

- A thorough understanding of marketing practices and trends across current and emerging mediums
- Knowledge of the Australian cultural sector, its practices and supporters
- An interest in broader marketing and communications solutions

##### **B. Skills**

- Proofing and editing skills
- Highly developed project management skills
- Proven high level organisational and time management skills
- High level attention to detail and 'follow-through'
- 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
- InDesign skills are welcomed
- Proven ability to work under pressure as well as plan and prioritise an often heavy workload
- Capacity for effective research

## C. Experience

- Particular experience in print management: from brief, through design to proofing and delivery.
- Demonstrated experience in marketing campaign delivery, preferably within the arts industry
- Experience in the development of innovative, effective and targeted marketing promotions
- Relationship management across a broad range of departments and contractors
- Experience in a high-profile, busy and dynamic environment

## 5. APPLYING FOR THE POSITION

Applications for the position should include the following information:

### Personal Details

- Full name
- Contact telephone number
- Email address
- Permission to work in Australia

### Curriculum Vitae covering

- Details of relevant positions held, including dates, responsibilities and key achievements
- Details of education, professional training and qualifications
- Any other relevant information

### Candidate's Statement

- A brief statement containing an outline of what you bring to the role and your understanding of Sydney Festival.

### 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.

### Dates of employment

You must be available to work full time from 24 July 2017 – 2 February 2018. Please include any necessary details on when you might not be available during this time.

Applications close at **5pm Friday 26 May** and should be emailed to [chris.zajko@sydneyfestival.org.au](mailto:chris.zajko@sydneyfestival.org.au)