

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.

Title	Marketing Coordinator - Digital
Contract	3 July 2017 – 23 February 2018
Salary	\$52,000 - \$58,000 pro rata
Reports to	Marketing & Digital Manager

1 PURPOSE OF POSITION

One of three Marketing support positions, the Marketing Coordinator is a key player in the planning and implementation of the overall digital marketing and promotional campaigns for Sydney Festival.

In consultation with the Marketing & Digital Manager, the Marketing Coordinator will coordinate the delivery of campaigns through Sydney Festival's digital marketing tools, including the website, blog, emails and social media.

2. ORGANISATIONAL CONTEXT OF POSITION

The position forms an integral part of Sydney Festival's marketing team which is responsible for the ongoing management of the integrity of the Festival brand; development of the Festival profile and for generating box office income. This is achieved through an 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.

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3. NATURE AND SCOPE OF WORK PERFORMED

The Marketing Coordinator will work in close supervision of the Marketing & Digital Manager. The main functions of the Marketing Coordinator include:

- Working with Sydney Festival's digital marketing tools, including the website, emails and social media to roll out an agreed Festival campaign
- Coordination of digital advertising campaigns, including briefing designers on requirements, proofreading, and supply of artwork to media agencies and outlets
- Ensuring the timely execution of online marketing campaigns including coordination of internal and external stakeholder requirements
- In consultation with the Digital & Marketing Manager, planning, writing, and distributing e-mail marketing
- In collaboration with a third party digital advertising agency delivering online advertising campaigns across display, search, social and more
- Working with various datasets and analytics to determine effectiveness of campaigns and inform strategy
- Coordination of cross-promotional activities with other arts organisations
- Working with media partners to achieve agreed goals
- Working with internal ticketing team and ticketing agents to ensure positive ticket buying experience
- Provision of detailed retrospective online marketing information for sponsorship reports
- Responding to audience enquiries submitted through website and social media
- Providing online marketing assistance across the organisation as required
- Assistance to the Development Department in pitching digital campaign elements to sponsors
- Delivery of digital sponsor benefits

4. KNOWLEDGE, SKILLS AND EXPERIENCE

A. Knowledge

- A thorough understanding of digital marketing practices and trends across all 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
- Proven ability to work under pressure as well as plan and prioritise an often heavy workload
- Capacity for effective research

C. Experience

- Demonstrated experience in marketing and digital campaign delivery, preferably within the arts industry
- Particular experience in email and social media marketing
- Experience in the development of innovative, effective and targeted marketing promotions
- Relationship management across a broad range of stakeholders
- Experience in a high-profile, busy and dynamic environment
- Proficient in the use of computer hardware and software

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.

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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 3 July 2017 – 23 February 2018. Please include any necessary details on when you might not be available during this time.

Applications close at **5pm Friday 12 May** and should be emailed to chris.zajko@sydneyfestival.org.au

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