

SYDNEY FESTIVAL 2019

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
Contract	10 September 2018 – 1 February 2019
Salary	\$52,000 - \$56,000 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 Sydney Festival's marketing campaigns with core responsibilities around advertising, media partners 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 include:

- Coordination of advertising campaigns, including briefing graphic designers, proofreading, and supply of artwork to media agencies and outlets
- Sourcing and working with various promotional partners, coordination of competitions, giveaways and ticket offers
- Servicing media partnerships including outdoor advertising, radio, print, TV and digital

**SYDNEY
FESTIVAL**

- Working with local hotels and tourism partners to grow overnight visitation
- Planning and coordination of niche marketing campaigns within the Festival program
- Provision of retrospective marketing information for sponsorship reports
- Managing Marketing interns in collaboration with other members of the marketing team
- Marketing department administration and archiving
- Provide marketing assistance across the organisation as required

4 KNOWLEDGE, SKILLS AND EXPERIENCE

A. Knowledge

- A thorough understanding of 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
- Adobe CC skills (InDesign, Photoshop) are highly regarded

C. Experience

- 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
- Address
- 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

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 10 September 2018 – 1 February 2019. Please include any necessary details on when you might not be available during this time.

Applications close at **5pm on Wednesday 6 June 2018** and should be emailed to Alicia Kish at marketing.jobs@sydneyfestival.org.au.

**SYDNEY
FESTIVAL**