

SYDNEY FESTIVAL 2020

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 & Publications Coordinator
Contract 29 July 2019 – 31 January 2020
Salary \$55,000 + superannuation (pro rata)
Reports to Marketing & Digital Manager

PURPOSE OF POSITION

The Marketing & Publications 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, the Marketing & Publications Coordinator will coordinate the delivery of marketing collateral, signage and promotional campaigns.

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.

KEY RESPONSIBILITIES

The main functions of the Marketing & Publications Coordinator include:

- In consultation with the Publications Editor, project management of the Festival brochure/s 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 print marketing collateral, such as the access brochure, flyers, posters and mini guides, 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 and promotional materials.
- Responsibility for the writing of signage briefs and working closely with the Signage Coordinator to ensure signage is designed and delivered to schedule
- Responsibility for the briefing and roll-out of city banners
- Management of relationships with Festival venues and coordination of their marketing efforts

- Working with Sydney Festival's digital marketing tools, including the website, eDMs and social media to roll out an agreed Festival campaign
- Niche marketing campaigns as required
- Marketing department administration and archiving and provision of retrospective marketing information for sponsorship reports
- Provision of marketing assistance across the organisation as required

KNOWLEDGE, SKILLS AND EXPERIENCE

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

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

Experience

- 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

TO APPLY

Applications for the position should include a CV (maximum three pages), contact details for two referees and a brief statement addressing the key responsibilities of the role.

Dates of employment

You must be available to work full time from 29 July 2019 – 31 January 2020. Please include any necessary details on when you might not be available during this time.

Applications close at **5pm on Thursday 9 May 2019** and should be emailed to Alicia Kish at marketing.jobs@sydneyfestival.org.au.