

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 Signage Coordinator
Contract 7 October 2019 – 7 February 2020
Salary \$60,000 + superannuation (pro rata)
Reports to Marketing & Digital Manager

PURPOSE OF POSITION

The Signage Coordinator is a key player in the planning and implementation of the overall marketing campaigns for Sydney Festival.

In consultation with the Marketing & Digital Manager and Production team, the Signage Coordinator plans, budgets and coordinates delivery of all promotional and way finding signage.

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 and external suppliers.

KEY RESPONSIBILITIES

The main functions of the Signage Coordinator include:

- Responsibility for delivery of all Festival and marketing signage including: budget management; management of relationship with signage companies and negotiating best deals; writing briefs; project management of signage design, production, delivery and installation; and approval of signage by marketing and other stakeholders
- Responsibility for scoping and communicating all marketing and sponsor signage opportunities at all venues utilised by Sydney Festival
- Maintain spreadsheet of signage opportunities including accurate sizes, deadlines and costs
- Maintaining close relationship with Production department staff including attending weekly meetings, venue site visits; communicating status of signage delivery, installation dates and bump outs
- Attend significant signage installs to brief installers (ie: Festival Village)
- Install some signage independently, as required
- Documentation of all venue signage
- Stocktake of existing signage and coordination of storage of signage post-festival

SKILLS AND EXPERIENCE

- Highly developed project management skills
- Previous experience in print or signage creation or print traffic management role desirable
- Demonstrated ability in budget management
- Proven high level organisational and time management skills
- High level attention to detail and follow-through
- Ability to think laterally and creatively
- Strong analytical and problem solving skills
- Outstanding written and oral communications skills
- 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 in a high-profile, busy and dynamic environment
- An understanding of design principles is desirable
- Proficient in the use of Microsoft Office applications, especially Excel
- Working knowledge of InDesign is highly regarded

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 7 October 2019 – 7 February 2020. Please include any necessary details on when you might not be available during this time.

Applications are now open and must be emailed to: marketing.jobs@sydneyfestival.org.au.