

SYDNEY FESTIVAL

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	Digital Coordinator
Salary	\$60,000 + superannuation
Contract	Full-time (one-year contract)
Reports to	Marketing & Digital Manager

PURPOSE OF POSITION

The Digital 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 Digital Coordinator will manage the delivery of campaigns through Sydney Festival's digital marketing tools, including the website, email and social media.

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, the Executive Office and external agencies and suppliers.

KEY RESPONSIBILITIES

- In consultation with the Marketing & Digital Manager, planning and execution of the Festival's digital strategy
- Project management of the Sydney Festival website build, maintenance and ongoing enhancement
- In collaboration with the wider marketing team, input all content into the Sydney Festival website
- Development and maintenance of supplier relationships with web hosting, design and development companies
- Writing, editing and distribution of e-newsletters
- Delivering targeted email marketing campaigns, including collation and upload of data and lists
- Overseen by the Marketing & Digital Manager, deliver the strategy, content and growth of Sydney Festival's social media campaigns
- Working with various datasets and analytics to determine effectiveness of campaigns and inform strategy

- Working with internal ticketing team and ticketing agents to ensure positive ticket buying experience
- Delivery of digital sponsor benefits
- Provision of detailed retrospective online marketing information for sponsorship reports
- Responding to audience enquiries submitted through website and social media
- Coordination of cross-promotional activities with other arts organisations
- Providing digital marketing assistance across the organisation as required
- Assistance to the Corporate Partnerships team in pitching digital campaign elements
- Assistance to the Philanthropy team to develop and execute digital fundraising campaigns
- Other duties as required

KNOWLEDGE, SKILLS AND EXPERIENCE

Knowledge

- A thorough understanding of digital marketing practices and trends across all current and emerging mediums
- Knowledge of technology and its potential applications as a marketing and sales tool
- Knowledge of the Australian cultural sector, its practices and supporters
- An interest in broader marketing and communications solutions
- An understanding of the corporate sector and sponsorship objectives

Skills

- Highly developed project management skills
- Advanced computer skills, including experience using content management systems
- 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

Experience

- Demonstrated experience in marketing and digital campaign delivery, preferably within the arts industry
- Demonstrated experience managing email marketing campaigns
- Demonstrated experience in managing corporate social media accounts
- Experience working on website development and/or redevelopment projects
- 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

TO APPLY

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

Applications close at **5pm AEST Sunday 28 April** and should be emailed to Marketing & Digital Manager Alicia Kish: alicia.kish@sydneyfestival.org.au.