



Campaign Manager

Contract	July 2022 – 10 February 2023
Salary	\$70,000 – \$80,000 pro rata + superannuation
Reports to	Marketing Director
Manages	Short-term contract staff as required to support the implementation of the Festival program.

Purpose

The Campaign Manager is responsible for planning and implementing an integrated campaign across digital platforms, traditional media, print and promotions, in collaboration with the Marketing Director.

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.

This includes:

- Devising innovative and effective marketing campaigns that are customer centric, sales focused and achieve box office and attendance targets.
- Development of integrated owned, earned and paid plans which engage the identified target audience.
- Deliver campaigns that maintain and strengthen Sydney Festival's brand and international reputation as Sydney's premier arts festival.
- Ensuring high visibility across outdoor, print, digital and third parties to increase and diversify audiences.

Duties include:

- Coordination of advertising campaigns, including briefing graphic designers and trafficking of artwork.

- Management of relationships with media buying agency and media partners
- Management of print and distribution budget for print collateral including mini guides, café posters and flyers, and creation and implementation of print and distribution plan in collaboration with Marketing Coordinator.
- Planning and overseeing implementation of third-party promotions, competitions, giveaways and ticket offers.
- Working with Destination NSW and tourism partners to grow overnight visitation.
- Alongside the Marketing Coordinator, responsibility for completing a portion of signage briefs and working closely with the Signage Coordinator to ensure signage is designed and delivered to schedule.
- During the Festival, provision of social media support.
- Provision of retrospective marketing information for sponsorship reports.
- Marketing department administration and archiving.
- Provide marketing assistance across the organisation as required.
- Responsibility for managing the Marketing Campaign Timeline (Monday.com project sheet) and reporting to the Marketing Director on work in progress.
- Assisting the Marketing Director with financial management of campaign budgets, ensuring delivery is on time and on budget with Purchase Orders accurately entered into financial system.
- Other duties as directed by the Marketing Director.

Essential Skills and Attributes

- Marketing Tertiary qualifications and previous marketing experience.
- Proven success in the implementation of strategic marketing campaigns that are customer focused and deliver commercial targets, preferably within the arts industry.
- Experience in managing agencies/internal design studios.
- Exceptional communication skills (written and oral), attention to detail and strong time management skills.
- Strong customer focus in dealing with internal and external stakeholders.

TO APPLY

If this sounds like you, download the job description from <https://www.sydneyfestival.org.au/work-with-us>

Submit your resume and cover letter by email to marketing.jobs@sydneyfestival.org.au by **5pm on Thursday 30 June 2022**.

Early applications will be considered, and an appointment may be made prior to the closing date.