



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 & Social Media Specialist
Salary	\$60,000 - \$70,000 + superannuation
Contract	July 2022 – 10 February 2023
Reports to	Digital Marketing Manager

PURPOSE OF POSITION

The Marketing & Social Media Specialist is a key player in the planning and implementation of the overall digital marketing and promotional campaigns for Sydney Festival.

In consultation with the Digital Marketing Manager, Campaign Manager and Marketing Director, the Marketing & Social Media Specialist will manage Sydney Festival's Social Media as well as assist with the delivery of an integrated campaign across digital platforms, paid media and promotions.

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 Digital Marketing Manager and Marketing Director, plan and execute a results-driven Social Media strategy
- Collaborate with the Marketing team to create editorial calendars and syndication schedules
- Develop and curate content for Social Media platforms, including writing and editing of content as well as design briefs for images and video content
- Attend events and produce/moderate live Social Media content
- Respond to audience enquiries submitted through website and Social Media and general community management/moderation with responsibility for upholding social media protocols
- Plan, develop and launch Sydney Festival's Tik Tok account

- Assist with development of bespoke video content for social media channels
- Assist with advertising campaigns, including briefing graphic designers, proofreading, and supply of artwork to media agencies and outlets
- Assist with rollout of campaigns through Sydney Festival's digital marketing tools, including the website and email
- Assist with servicing Festival partners, including delivery of requirements across digital marketing tools
- Provision of retrospective marketing information for sponsorship reports
- Marketing department administration and archiving
- Provide marketing assistance across the organisation as required
- Other duties as required

SKILLS AND EXPERIENCE

- Demonstrated experience managing corporate Social Media accounts including but not limited to Facebook, Instagram, Twitter, Tik Tok, LinkedIn and YouTube
- Demonstrated track record for cost effectively growing brand communities and digital marketing campaign delivery
- Knowledge of digital marketing trends, content marketing and the Australian cultural sector
- Very strong copywriting skills and understanding of visual design principles
- Experience in arts, music, culture or entertainment industries highly regarded.
- Experience with livestreaming via social channels and digital content highly regarded.

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 AEST Thursday 30 June**.

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