

POSITION DESCRIPTION

Job Title:	Community Marketing Coordinator
Job Type:	Limited Tenure, Fixed-Term Contract
Location:	Darwin, Northern Territory
Department:	Marketing
Reports to:	Marketing & Communications Manager
Engagement:	March - September 2019
Remuneration:	Commensurate with experience
Date Prepared:	December 2018

SUMMARY

Darwin Festival is northern Australia's leading 18-day international multi-arts festival.

Attracting attendances of more than 105,000 and delivering 230 performances across 30 venues annually, the 2018 Darwin Festival featured 703 local, national and international artists, and was delivered by 100 staff supported by 120 Festival volunteers.

With ticket sales and the number of participating artists more than doubling across the past two seasons, Darwin Festival is fast establishing itself as Australia's leading tropical winter arts festival.

ROLE DESCRIPTION

The Community Marketing Coordinator delivers targeted community audience marketing to new and existing audiences and special-interest groups against the annual objectives of the Board-endorsed Darwin Festival Audience Development Strategy & Marketing Plan. The key focus of the role is to foster new and existing community audiences' engagement and participation with Darwin Festival to increase community ambassadorship, driving repeat seasonal and annual return visitation.

The Community Marketing Coordinator collaborates closely with the Marketing, Programming, Development and Ticketing departments to identify new and emerging special-interest audiences annually, as well as to promote key Festival engagement programs.

The Community Marketing Coordinator holds key external relationships with the media, design agencies, independent contractors, community leaders and suppliers.

Reporting to the Marketing & Communications Manager, the Community Marketing Coordinator works alongside the Regional Marketing Manager.

This role is ultimately responsible to the CEO.

KEY RESPONSIBILITIES

1. Strategic Implementation

- Support the Marketing & Communications Manager in the review and implementation of the Darwin Festival Audience Development Strategy & Marketing Plan annually as part of the Board-endorsed Darwin Festival Strategic Plan
- Reporting to the Marketing & Communications Manager, coordinate and implement the Darwin Festival community marketing tactics as part of the Board-endorsed Darwin Festival Audience Development Strategy & Marketing Plan
- Assist in the delivery of cross-platform sponsorship and funding contractual marketing benefits, including promotional activities, advertising and acknowledgements, across the community marketing campaign and event assets
- Implement ticket sales and promotions strategies and monitor sales to meet income targets under the direction of the Marketing & Communications Manager

2. Financial Management

- Implement community marketing activities and the development of event assets within the budget allocation and in accordance with the Darwin Festival Finance Handbook Policies & Procedures, reporting regularly to the Marketing & Communications Manager

3. Brand & Design

- Support the development and consistent implementation of the annual season identity and corporate brand across all media platforms and campaigns
- Support the Marketing & Communications Manager to work with external designers to produce campaign and in-house marketing collateral in accordance with the seasonal and corporate brand

4. International & National Marketing

- Support the Marketing & Communications Manager in the development of assets and implementation of the international and national marketing strategy as required by the Marketing & Communications Manager

5. Regional Marketing

- Support the Marketing & Communications Manager and the Regional Marketing Manager in the implementation of the annual regional marketing tactics as required by the Marketing & Communications Manager

6. Community Marketing

- Implement the annual targeted community audience development tactics as part of the Darwin Festival Audience Development Strategy & Marketing Plan under the supervision of the Marketing & Communications Manager

- In collaboration with other Festival departments, identify and foster the development of new and existing target community audience segments, including:
 - NT artists
 - Local arts industry sector
 - Local tourism industry sector
 - VFR markets
 - Accessibility patrons
 - Corporate hospitality
 - Various special interest groups including schools, community groups and local organisations

- Promote key Festival engagement programs across community and regional campaigns, including:
 - NT Artists Expression of Interest Program
 - Front Row Industry Development
 - Darwin Festival Schools Program
 - Friends of the Festival membership program
 - Volunteers program

7. Publicity, Media Monitoring & Media Partners

- Assist in the coordination of the activities of external Festival publicists as required by the Marketing & Communications Manager
- Assist in the scheduling of media famils and media ops as required by the Marketing & Communications Manager and in collaboration with the Regional Marketing Manager, external Festival publicists, talent, media outlets and the Programming department
- Assist in the coordination of the Festival’s marketing and promotional engagements, including competitions and special promotions, with its Media Partner outlets as required by the Marketing & Communications Manager and in collaboration with the Regional Marketing Manager and the Development, Ticketing and Programming Departments
- Support the collation and post-Festival analysis of publicity and media monitoring outcomes in association with the external Festival publicist and media monitoring agencies

8. Market Research

- Assist the Marketing & Communications Manager with the implementation of the annual market research as required

9. Digital Communications

- Assist with the upload and maintenance of the annual program to the website as required by the Marketing & Communications Manager
- Contribute digital content to deadline, and support the implementation and monitoring of the digital communications strategy
- Assist the Marketing & Communications Manager with the reporting of post-Festival website and social media analytics

10. Specific Projects

- Assist the Marketing & Communications Manager with the development of the annual Darwin Festival program guide in collaboration with the Publications Editor, designers and Festival departments
- Support the Marketing & Communications Manager to achieve print and digital ad sales in collaboration with the Development department
- Assist in the development of the annual review as required by the Marketing & Communications Manager
- Assist in the development of acquittal collateral as required by the Marketing & Communications Manager
- Design and produce in-house, or coordinate external designers, to develop event-specific print collateral for target community audience segments and key Festival engagement programs, including handbooks, advertisements, posters, invitations and flyers
- Assist with the development of annual promotional videos and event presentation slideshows under the supervision of the Marketing & Communications Manager and Regional Marketing Manager
- Assist in the distribution of branded venue signage in accordance with the Signage Register
- Coordinate the design, creation and ordering of branded consumables, including staff and volunteer T-shirts, accreditation and merchandise, within budget and under the supervision of the Marketing & Communications Manager
- Provide sales updates and outcomes to Marketing & Communications Manager as required
- Assist the Marketing & Communications Manager and Regional Marketing Manager in the distribution of print and outdoor marketing collateral to ensure widespread promotion of the Festival

11. General Duties

- Maintain up-to-date scheduling of community marketing activity and contacts in Datafest
- Attend Festival sponsor and donor functions, program briefings, launches, media events and staff meetings
- Support the Marketing & Communications Manager to prepare monthly board reports to the CEO and other reports upon request
- Other duties as directed by the Marketing & Communications Manager and CEO

KEY COMPETENCIES

Accountabilities

- Demonstrate the successful implementation of the coordination and delivery of community engagement marketing tactics that support and enhance Darwin Festival's public profile against the annual objectives of the Board-endorsed Darwin Festival Strategic Plan.
- Demonstrate the successful delivery of stakeholder deliverables across all platforms.
- Demonstrate adherence to the Darwin Festival Finance Policy & Procedures as well as other organisational policies and procedures.
- Deal with internal and external stakeholders professionally at all times to uphold, enhance and further the professional profile of Darwin Festival.
- Demonstrate excellent verbal and written communication skills, and display leadership as a team player with a positive, collaborative and inclusive attitude.
- Contribute to monthly board reports upon request that show the true position of the Marketing department budget and activities.

ESSENTIAL SELECTION CRITERIA

Qualifications

- Relevant tertiary qualifications or a background in event marketing preferably in the not-for-profit sector arts/entertainment sector
- Current driver's license essential

Experience

- At least two years' relevant experience in campaign marketing
- Experience developing and implementing effective audience development strategies, preferably related to the promotion of performing arts and festivals
- Knowledge of arts marketing, promotion and publicity
- Experience in project management liaising with external suppliers
- Experience in web development and content management, and knowledge of web analytics systems, SEO and SEM
- Experience in social media strategy, content management and analytics
- Experience in the not-for-profit sector and specifically in the arts is desirable

Skills

- Excellent interpersonal and communication skills and the ability to build a rapport and negotiate with a range of stakeholders to encourage cooperation and collaboration
- Excellent organisational skills and project management skills with an ability to work in a systematic way to prioritise workload
- Ability to multitask under pressure to deadlines with strong attention to detail
- Excellent computer literacy skills
- Design skills and intermediate level of knowledge of Adobe Creative Cloud software (Photoshop, Illustrator, InDesign and Acrobat)
- A team player with a positive, collaborative, respectful and inclusive attitude
- Experience working with Datafest (desirable)

APPLICATION PROCESS

Interested applicants should submit a CV and a cover letter addressing the essential selection criteria to contact@darwinfestival.org.au

For inquiries, please contact Darwin Festival on (08) 8943 4200.

Applications close on Friday 11 January 2019 at 5.30pm (ACST).

Darwin Festival is an equal opportunity employer.