

POSITION DESCRIPTION

Job Title:	Regional Marketing Manager
Job Type:	Full-time, Fixed Term Contract
Location:	Darwin, Northern Territory (relocation assistance available)
Department:	Marketing
Reports to:	Marketing & Communications Manager
Engagement:	February 2019 to February 2021 (Two years)
Remuneration:	Commensurate with experience
Date Prepared:	November 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 Regional Marketing Manager coordinates and delivers local marketing and publicity activities against the annual objectives of the Board-endorsed Darwin Festival Audience Development Strategy and Marketing Plan. The key focus of the role is to increase Darwin and Northern Territory audiences' engagement and participation with Darwin Festival, driving repeat seasonal and annual return visitation.

The Regional Marketing Manager collaborates closely with the Marketing, Programming, Development, Ticketing, Production, Bars and Volunteers departments to deliver event marketing activities and stakeholder benefits.

The Regional Marketing manager holds key external relationships with the media, design agencies, independent contractors, government funders, suppliers and corporate partners.

Reporting to the Marketing & Communications Manager, the Regional Marketing Manager works alongside the Community Marketing Coordinator (seasonal role).

This role is ultimately responsible to the CEO.

KEY RESPONSIBILITIES

1. Strategic Implementation

- Support the Marketing & Communications Manager in the annual review and implementation of the Darwin Festival Audience Development Strategy & Marketing Plan as part of the Board-endorsed Darwin Festival Strategic Plan
- Reporting to the Marketing & Communications Manager, coordinate and implement the Darwin Festival regional 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 regional marketing campaign and event assets
- Assist the Marketing & Communications Manager to monitor event sales and devise and implement sales strategies in consultation with the CEO, Programming department and Ticketing department

2. Financial Management

- Implement regional 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 tactics as required by the Marketing & Communications Manager

5. Regional Marketing

- Implement the annual regional marketing tactics as part of the Darwin Festival Audience Development Strategy & Marketing Plan under the supervision of the Marketing & Communications Manager
- Coordinate the consistent implementation of the Darwin Festival seasonal and corporate identity across regional print, TV, radio, digital and outdoor campaign assets

6. Community Marketing

- Support the Marketing & Communications Manager and the Community Marketing Coordinator in the implementation of the annual targeted community audience development tactics as required by the Marketing & Communications Manager

7. Publicity, Media Monitoring & Media Partners

- Coordinate the activities of external Festival publicists under the supervision of the Marketing & Communications Manager
- Coordinate the scheduling of media famils and media ops under the supervision of the Marketing & Communications Manager and in collaboration with the Community Marketing Coordinator, external Festival publicists, talent, media outlets and the Programming department
- Coordinate the Festival's marketing and promotional engagements, including competitions and special promotions, with its Media Partner outlets under the supervision of the Marketing & Communications Manager and in collaboration with the Community Marketing Coordinator and the Development, Ticketing and Programming Departments
- Coordinate 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
- Assist the Marketing & Communications Manager with the development of an annual Economic Impact Survey as required
- Assist the Marketing & Communications Manager with post-Festival analysis and key findings on the annual audience market research survey in association with the external research supplier as required

9. Digital Communications

- Coordinate the development of the website and initiate new functionalities and efficiencies to improve the user experience and increase ticket sales under the supervision of the Marketing & Communications Manager
- Coordinate the upload and maintenance of the annual program to the website in conjunction with the Publications Editor
- Develop, implement and monitor the digital communications schedule across social media and eDMs contribute content to deadline
- Coordinate 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
- Coordinate the development of the annual review in consultation with the Marketing & Communications Manager, CEO and other Festival departments
- Coordinate the development of acquittal collateral in consultation with the Marketing & Communications Manager and CEO
- Design and produce in-house, or coordinate external designers, to develop event-specific print collateral including house programs, artists' and volunteers' handbooks, advertisements, posters, invitations and flyers

- Coordinate the development of annual promotional videos and event presentation slideshows under the supervision of the Marketing & Communications Manager
- Coordinate and schedule the activities of the official Festival photographer and videographer and manage asset collation post-Festival under the supervisions of the Marketing & Communications Manager
- Coordinate the creation and distribution of branded venue signage in accordance with the Darwin Festival Signage Register
- Update event signage requirements and deliveries in Datafest
- Assist the Marketing & Communications Manager and Community Marketing Coordinator in the development and distribution of branded consumables, including the sales and promotion strategy, and monitor sales to meet income targets
- Coordinate the distribution of print and outdoor marketing collateral to ensure widespread promotion of the Festival

11. General Duties

- Maintain up-to-date scheduling of regional 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 regional 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 four years' relevant experience in marketing with extensive experience coordinating simultaneous print, digital, TV, radio and outdoor campaigns
- Experience developing and implementing effective marketing and audience development strategies, preferably related to the promotion of performing arts and festivals
- Thorough knowledge of arts marketing, promotion and publicity, including the coordination of design, advertising production, ad sales, print and distribution management, and national and regional publicity campaigns
- Experience in project management liaising with external suppliers
- Experience coordinating large-scale print and digital collateral with designers, copy writers, printers and distributors
- 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 and provide direction to others
- Ability to multitask under pressure to deadlines with strong attention to detail
- Outstanding computer literacy skills
- Strong 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.