

## Position Description – Head of Marketing & Communications

### Job Specification

<b>Job Title:</b>	Head of Marketing & Communications
<b>Department:</b>	Marketing
<b>Reports To:</b>	Chief Executive Officer
<b>Direct Reports:</b>	Communications & Engagement Manager, Campaign Manager, Ticketing & Customer Service Manager

### Job Scope

Under the direction of the Chief Executive Officer, the Head of Marketing & Communications is responsible for strengthening Darwin Festival’s brand, deepening its relationship with a broad range of audiences, shaping festival experiences across both digital and the real world, and evaluating the Festival’s impact.

The Head of Marketing & Communications propels Darwin Festival’s brand through consistent messaging and oversees all operations relating to media, customer service and public relations.

A key focus of this role is the development, implementation, management and review of best-practice and innovative marketing and communication strategies, campaigns and initiatives – all to ensure organisational objectives are met and each year a successful Darwin Festival is delivered.

Key Accountabilities	Tasks	Results
Marketing and Communications 35%	<ul style="list-style-type: none"> <li>Lead the marketing department to develop Darwin Festival’s Marketing Strategy and Marketing Plan in line with the Festival’s vision. Following CEO and Board endorsement of such plans, lead and manage the Marketing and Ticketing teams to deliver all objectives.</li> <li>Develop, implement, manage and monitor the delivery of an overarching Festival communications and marketing campaign as well as targeted campaigns for individual events. These include but are not limited to print publications, social media campaigns, digital content, advertising plans, direct mail, public relations, press releases and special events.</li> </ul>	<ul style="list-style-type: none"> <li>Successful delivery of each stage of CEO and Board endorsed Marketing Strategy and Plan with all objectives achieved</li> <li>Successful delivery of all Darwin Festival marketing campaigns and initiatives (organisation and individual campaigns)</li> <li>Successful delivery of Darwin Festival’s customer relationship management strategy with all objectives achieved</li> <li>All strategies, plans, initiatives and campaigns monitored and reviewed weekly with monthly</li> </ul>

Key Accountabilities	Tasks	Results
	<ul style="list-style-type: none"> <li>• Develop, implement, manage and monitor a customer relationship management strategy with a focus on customer life cycle for all Festival stakeholder groups including donors, sponsors, members, ticket-buyers, and students in consultation with relevant stakeholders.</li> <li>• Review, evaluate and report on the Festival’s performance against the goals and measures outlined in the strategic plan. Evaluate market research and data; draw insights from results to improve marketing strategies.</li> <li>• Oversee, manage and protect the Festival’s brand vision, ensuring brand guidelines are adhered to (both internally and externally) and continually reviewed as required.</li> <li>• Financial reporting on a fortnightly basis to the CEO on Departmental budgets and expenditure. Preparation of monthly Departmental Board reports.</li> <li>• Assist and support all Darwin Festival departments with marketing and promotional requirements</li> </ul>	<p>Board reports produced to record analysis of results to plan.</p> <ul style="list-style-type: none"> <li>• Darwin Festival’s brand and reputation well protected and promoted at all times.</li> <li>• All financial reports provided are accurate and on time</li> <li>• All project expenditure is approved in advance by the CEO</li> <li>• Positive and proactive relationships developed and well maintained with all stakeholder needs managed effectively to ensure program and Festival success</li> </ul>
<p>Team Management 10%</p>	<ul style="list-style-type: none"> <li>• Manage, coach and lead direct reports to ensure they are engaged, working to organisational values, objectives, and delivering departmental and individual results</li> <li>• Manage communication to ensure the Marketing and Ticketing Teams are well informed and abreast of any changes and updates</li> <li>• Ensure direct reports have clearly defined roles and responsibilities to adequately support departmental objectives</li> <li>• Make recommendations to the CEO regarding potential changes in the Marketing or Ticketing Department’s structure where relevant</li> <li>• On a daily basis, effectively manage the productivity, performance and behaviours of direct reports and support them to do the same with their teams</li> <li>• Complete team performance appraisals as required</li> </ul>	<ul style="list-style-type: none"> <li>• Effectively lead and manage direct reports to deliver on all operational objectives</li> <li>• Team members are understanding their respective roles and responsibilities and the role of the Marketing Department within Darwin Festival</li> <li>• Regular communication of developments and activities to team members as well as ensuring communication is shared within the wider organisation</li> <li>• Optimum staffing levels, workflows and workloads maintained to ensure successful delivery of all projects plus organisational goals and objectives</li> </ul>

Key Accountabilities	Tasks	Results
	<ul style="list-style-type: none"> <li>Manage the department's staff resourcing which includes training and implementation of suitable work-flow processes</li> </ul>	<ul style="list-style-type: none"> <li>Actively promote a safe, positive and productive workplace and culture</li> <li>Marketing and Ticketing teams' productivity, performance and behaviours are of the highest standard possible. Any disciplinary matters (all levels) are handled promptly and follow organisational policies and procedures</li> </ul>
Ticketing, Branding, Development 20%	<ul style="list-style-type: none"> <li>Oversee the Festival's Box Office function including management of Ticketing &amp; Customer Service Manager, systems, third party ticketing agencies and sales analysis</li> <li>Work with the Ticketing &amp; Customer Service Manager to develop pre-planned milestones for the Ticketing team</li> <li>Monitor global marketing trends and ensure best practice is adopted across e-communications, SEO, social network utilisation, content customisation and website development</li> <li>Manage relevant marketing budgets to ensure administrative requirements are met</li> <li>Identify, negotiate, and manage all marketing and media partnerships in close consultation with the Development Manager</li> <li>Deliver marketing benefits and collateral to sponsors in consultation with the Development Manager</li> </ul>	<ul style="list-style-type: none"> <li>Support the Ticketing &amp; Customer Service Manager and the Ticketing Team to successfully deliver on all initiatives, projects, responsibilities, budgets and related objectives</li> <li>Ensure best practice across all marketing channels relating to ticketing, branding and brand development</li> <li>Continual successful internal and external stakeholder relationships, specifically delivering confirmed marketing benefits and collateral to sponsors</li> </ul>
Communication 15%	<ul style="list-style-type: none"> <li>Work collaboratively with all Festival team members to ensure open and clear sharing of information across all channels</li> <li>Collaborate with Development, Programming, Ticketing, Production and Administration departments as well as the Chief Executive Officer</li> </ul>	<ul style="list-style-type: none"> <li>Demonstrated effective communication and collaboration with all Festival team members and related stakeholders</li> </ul>
General Duties 5%	<ul style="list-style-type: none"> <li>Attend Festival functions, program briefing and team meetings as required</li> <li>Any other duties as reasonably requested by the CEO</li> </ul>	<ul style="list-style-type: none"> <li>Proactive and punctual attendance at meetings</li> <li>All assigned duties carried out in a proactive, positive and professional manner</li> </ul>

Key Accountabilities	Tasks	Results
<p>Teamwork 5%</p>	<ul style="list-style-type: none"> <li>Always maintain professionalism and follow standards as outlined in the Employee Handbook or relevant document</li> <li>Follow direction as given by senior team members</li> <li>Adhere to Darwin Festival Values and Code of Conduct as outlined in the Employee Handbook</li> <li>Respect for the work environment, each other and all stakeholders</li> <li>Foster a collaborative team environment where creativity, suggestions and ideas are actively encouraged</li> <li>Support other team members by being understanding, approachable and patient</li> <li>Punctual to all work-related events including but not limited to start time, meetings and onsite work</li> <li>Take an active role in procedures and initiatives, including but not limited to: WH&amp;S, Project Management, HR Induction, Onboarding etc.</li> </ul>	<ul style="list-style-type: none"> <li>Full compliance and advocacy for all points raised</li> </ul>
<p>WH&amp;S 5%</p>	<ul style="list-style-type: none"> <li>Raise and report any or potential hazard or incident in the first instance within enableHR and to direct Manager</li> <li>WH&amp;S compliance – observe all work health and safety and Darwin Festival policy and initiative requirements to contribute to a safe, healthy and ethical workplace</li> <li>Effectively manage any Workcover claims (if applicable), work with stakeholders to minimise risks</li> <li>Ensure you have contributed to the consultative process by advising management of any past, present or potential risks</li> </ul>	<ul style="list-style-type: none"> <li>All WH&amp;S matters raised with Manager in the first instance</li> <li>Adherence to all WH&amp;S policies, procedures and instructions</li> <li>Any Workcover claim (if applicable) is well documented, resolved in best time frame, ensure risk mitigation steps and measures in place</li> <li>Promoter of best practice WH&amp;S at all times</li> </ul>
<p>Compliance 5%</p>	<ul style="list-style-type: none"> <li>Demonstrate 100% compliance with any relevant government legislation</li> <li>Be fully conversant and compliant with all Darwin Festival Policies and Procedures</li> <li>Ensure internal control procedures are followed through (e.g. correct forms used to action associated tasks)</li> </ul>	<ul style="list-style-type: none"> <li>No instances of non-compliance</li> <li>Promoter of compliance within the organization at all times</li> </ul>

## Person Specification

Experience	Education	Personal Attributes	Potential	Alignment with Organisational Values
<ul style="list-style-type: none"> <li>• 3-5 years' experience in a similar role, with focus on strategic development of organisational identity</li> <li>• Strong experience leading, inspiring and managing a diverse team in a high-pressure environment</li> <li>• Demonstrated experience of marketing practices and trends across current and emerging mediums with a focus on emerging marketing and audience engagement technologies</li> <li>• Demonstrated capacity to initiate, develop and manage marketing and audience development plans within the arts and/or entertainment industry in order to</li> </ul>	<ul style="list-style-type: none"> <li>• Current driver's license essential</li> <li>• Relevant tertiary qualification or commensurate industry experience</li> </ul>	<ul style="list-style-type: none"> <li>• Excellent verbal and written communication skills and the ability to build a rapport with a range of stakeholders to encourage cooperation and collaboration</li> <li>• High level organisational skills</li> <li>• Demonstrated capacity to meet deadlines with an ability to work in a systematic way and provide direction to others</li> <li>• Capacity to work as part of a small busy team under pressure, with a positive, collaborative, respectful and inclusive attitude.</li> <li>• Excellent decision-making skills to reduce chances of error</li> <li>• Highly developed leadership and management skills</li> </ul>	<ul style="list-style-type: none"> <li>• Number of potential career options dependent on business needs and the contribution, experience and desire of worker</li> </ul>	<ul style="list-style-type: none"> <li>• We ensure a safe and healthy workplace for all</li> <li>• We believe in honesty and acting with care, diligence and integrity in everything we do</li> <li>• Foster a culture of mutual respect with the proper regard for the rights and dignity of others</li> <li>• We strive for compliance and continuous improvement daily teamwork – we enjoy our work and work collectively to achieve goals</li> <li>• We are accountable for our actions, performance and behaviours</li> </ul>

Experience	Education	Personal Attributes	Potential	Alignment with Organisational Values
<p>develop new markets, achieve sales targets, communicate achievements, and position the organisation for success</p> <ul style="list-style-type: none"> <li>• Strong understanding of the corporate sector and sponsorship and fundraising initiatives</li> <li>• Experience managing budgets and holding positions with full budgetary responsibility</li> <li>• Proven ability to implement, monitor and evaluate communications strategies</li> </ul>		<ul style="list-style-type: none"> <li>• Proactive and pragmatic approach to responsibilities - able to show and share enthusiasm with Team.</li> <li>• Highly computer literate, able to self-administrate, pick up new systems and processes quickly and also share expertise readily with others.</li> </ul>		

### Acknowledgment

Please acknowledge that you understand and will abide by this position description by signing both copies, one copy should be retained by yourself and the other copy is to be returned to the Human Resources Department.

Employee		Signature	Date	
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