

Position Description – Campaign Manager

Job Specification

Job Title: Campaign Manager
Department: Marketing
Reports To: Head of Marketing & Communications
Direct Reports: Nil

Job Scope

Under the direction of the Head of Marketing & Communications, the Campaign Manager is responsible for running the annual seasonal Marketing Campaign, including audience development, delivery of high-quality multi-platform promotions that reflect the tone and style of Darwin Festival's brand and media relationship management.

Key Accountabilities	Tasks	Results – all results are applicable for/related to the upcoming Darwin Festival
Project Management 60%	<ul style="list-style-type: none"> Assist planning and development of the annual marketing campaign with a focus on audience development Oversee the development and consistent implementation of the annual season identity and corporate brand across all executions Deliver a high-quality multi-platform annual marketing campaign as well as targeted event-focused campaigns that align with the Festival's brand and tone Manage the execution of all marketing, publicity and advertising activities across digital, print, TV, radio and social channels and ensure the integration of these technologies and platforms is best practice to maximise attendance and reach Liaise with internal and external stakeholders to support the execution of tactical marketing campaigns 	<ul style="list-style-type: none"> Successful delivery of each stage of the marketing campaign - milestones to be pre-planned and approved by Head of Marketing & Communications Successful negotiations with external stakeholders and company management to secure the strategic KPIs as per Attachment 1 for tactical marketing campaigns in proactive consultation with the Head of Marketing & Communications All marketing schedules and campaign components are accurately recorded and updated daily in the appropriate

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	<ul style="list-style-type: none"> Manage signage design and production and ensure delivery of key event collateral including signage Identify, negotiate, and manage all marketing and media partnerships in consultation with the Development department Document campaign planning and results, track sales history and provide reports and sales analysis as directed by the Head of Marketing & Communications Record campaign milestones and outcomes in the appropriate systems in collaboration with other departments and external stakeholders where required Supervision of contractors as required 	<p>system in collaboration with other departments and external stakeholders as required</p> <ul style="list-style-type: none"> Deliver post-campaign reporting and document outcomes for key stakeholder reporting including the Board during the campaign and within three weeks after the festival concludes
Financial Management 5%	<ul style="list-style-type: none"> Take responsibility for the monitoring of relevant campaign budgets and expenditure Regular reporting to the Head of Marketing & Communications on project budgets and expenditure Ensure all project expenditure adheres to Darwin Festival's Finance Policies and Procedures and is undertaken with approval by the CEO and under supervision by Head of Marketing & Communications 	<ul style="list-style-type: none"> Daily review of all relevant project budgets and expenditure to ensure accuracy and that all budgets are adhered to, raising any anomalies in the first instance with the Head of Marketing & Communications All financial reports (weekly, monthly, quarterly) provided are accurate and on time All project expenditure is approved in advance by the CEO via the Head of Marketing & Communications
Communication 15%	<ul style="list-style-type: none"> Work collaboratively with all Festival team members to ensure open and clear sharing of information across all channels 	<ul style="list-style-type: none"> Demonstrated effective communication and collaboration with all Festival team members and related stakeholders

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	<ul style="list-style-type: none"> Ensure marketing and campaign schedules are communicated to all relevant team members Oversee the preparation of all annual seasonal marketing campaigns across a variety of platforms and ensure the campaign roll out schedule is updated and communicated to relevant staff Maintain articulate and accurate communications in accordance with Festival brand and tone in all campaign collateral 	<ul style="list-style-type: none"> Timely notification of any changes in marketing and campaign schedules to all team members All marketing and campaign schedules are updated regularly, are accurate and communicated to all team members in a timely manner
General Duties 5%	<ul style="list-style-type: none"> Attend Festival functions and team meetings as required Any other duties as reasonably requested by the Head of Marketing & Communications and/or CEO 	<ul style="list-style-type: none"> Proactive and punctual attendance at all required meetings All assigned duties carried out in a proactive, positive and professional manner at all times
Teamwork 5%	<ul style="list-style-type: none"> Always maintain professionalism and follow standards as outlined in the Employee Handbook or relevant document. Follow direction as given by Leadership Team Adhere to Darwin Festival Values and Code of Conduct as outlined in the Employee Handbook Respect for the work environment, each other and all stakeholders Foster a collaborative team environment where creativity, suggestions and ideas are actively encouraged Support other team members by being understanding, approachable and patient Punctual to all work-related events including but not limited to start time, meetings and onsite work 	<ul style="list-style-type: none"> Full compliance and advocacy for all points raised

Key Accountabilities	Tasks	Results – all results are applicable for/related to the upcoming Darwin Festival
	<ul style="list-style-type: none"> Take an active role in procedures and initiatives, including but not limited to: WH&S, Project Management, HR Induction, Onboarding etc. 	
<p>WHS 5%</p>	<ul style="list-style-type: none"> Raise and report any or potential hazard or incident in the first instance within enableHR and to your direct Manager WH&S compliance – observe all work health and safety and Darwin Festival policy and initiative requirements to contribute to a safe, healthy and ethical workplace Effectively manage any Workcover claims (if applicable), work with stakeholders to minimise risks Ensure you have contributed to the consultative process by advising management of any past, present or potential WH&S risks 	<ul style="list-style-type: none"> All WH&S matters raised with your Manager in the first instance Adherence to all WH&S policies, procedures and instructions Any Workcover claim (if applicable) is well documented, resolved in appropriate frame, ensure risk mitigation steps and measures in place Promoter of best practice WH&S at all times
<p>Compliance 5%</p>	<ul style="list-style-type: none"> Demonstrate 100% compliance with any relevant government legislation Be fully conversant and compliant with all Darwin Festival Policies and Procedures Ensure internal control procedures are followed through (e.g. correct forms used to action associated tasks) 	<ul style="list-style-type: none"> No instances of non-compliance Promoter of compliance within the organisation at all times

Person Specification

Experience	Education	Personal Attributes	Potential	Alignment with Organisational Values
<ul style="list-style-type: none"> Minimum 2-3 years' experience in marketing and or communications in arts or event environment, with demonstrated successful project management and problem-solving skills Strong working knowledge of marketing practices and trends across all current and emerging mediums with a focus on emerging marketing and audience engagement technologies Demonstrated capacity to initiate, develop and manage marketing and audience development plans within the arts and/or entertainment industry in order to develop new markets, achieve sales targets, communicate achievements, and 	<ul style="list-style-type: none"> Current driver's license essential Demonstrated successful minimum 2-3 years in a similar role a must Desirable: relevant tertiary qualification or demonstrated equivalent competency 	<ul style="list-style-type: none"> Excellent verbal and written communication skills and the ability to build a rapport with a range of stakeholders to encourage cooperation and collaboration High level organisational skills Demonstrated capacity to meet deadlines with an ability to work in a systematic way and provide direction to others Capacity to work as part of a small busy team under pressure, with a positive, collaborative, respectful and inclusive attitude. Excellent decision-making skills to reduce chances of error Highly developed leadership and management skills Proactive and pragmatic approach to 	<ul style="list-style-type: none"> Number of potential career options dependent on business needs and the contribution, experience and desire of worker 	<ul style="list-style-type: none"> We ensure a safe and healthy workplace for all We believe in honesty and acting with care, diligence and integrity in everything we do Foster a culture of mutual respect with the proper regard for the rights and dignity of others We strive for compliance and continuous improvement daily teamwork – we enjoy our work and work collectively to achieve goals We are accountable for our actions, performance and behaviours

Experience	Education	Personal Attributes	Potential	Alignment with Organisational Values
<p>position the organisation for success</p> <ul style="list-style-type: none"> • Demonstrated ability to implement, monitor and evaluate strategic communications strategies • An understanding of the corporate sector and sponsorship objectives • Proven experience in project budget management (minimum 2-3 years' experience) • High level interpersonal, verbal and written communication skills • Proven ability to manage complex projects and multi-task, whilst being responsible for all related administrative tasks • Excellent people management skills: able to effectively supervise and/or manage the activities of workers • Excellent computer skills, including the Adobe Creative Suite and Excel, 		<p>responsibilities - able to show and share enthusiasm with Team.</p> <ul style="list-style-type: none"> • Highly computer literate, able to self-administrate, pick up new systems and processes quickly and also share expertise readily with others. 		

Experience	Education	Personal Attributes	Potential	Alignment with Organisational Values
with a knowledge of Datafest highly desirable				

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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