



Festival Marketing Coordinator Position Description

Title:	Festival Marketing Coordinator
Employment Conditions:	Fixed term, part time position with variable hours each week
Remuneration:	\$29 per hour + 10% superannuation
Contract Term:	Monday 14 th February to Friday 26 th August 2022 (28 weeks)
Location:	Salamanca Arts Centre, Hobart and various venues across Tasmania. Autonomous working conditions also considered.

Organizational Relationships

Reports to: Marketing + Partnerships Manager

Key relationships: festival team, choirs, artists, media, partners, suppliers, contractors, community groups, digital audience, schools, businesses, local councils, stakeholders, audiences and participants

Festival of Voices – About us

The mission of our festival is to encourage people to sing together.

Festival of Voices has been bringing joy to Tasmanian winters since 2004. The state's original marquee winter event, has become known as Australia's premiere celebration of the voice, attracting audiences of 30,000 people over two weeks.

The reach and reputation of Festival of Voices has grown far and wide. It has become known internationally as a special meeting place for singers to come and sing, share and hang out with each other. The educational component of the festival is also significant. It has become a winter school for people who want to learn new repertoires, sing better or just revel in the joy of group singing.

The first Tasmanian winter festival to introduce bonfires as a central theme, the iconic image of thousands singing around the fire in Salamanca Place is legendary. This is always a highlight and reflects the core aim of the festival – to bring people together, not just as observers but as participants as well.

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Role Description

The Marketing Coordinator will report directly to the Marketing & Partnerships Manager and assist with the implementation of the festival's marketing and communications plan. The role involves the facilitation and distribution of festival marketing materials, coordination of festival documentation and media coverage, partnership marketing and post-festival reporting.

The successful candidate will demonstrate sound marketing and communication liaison skills and will be accountable for ensuring overall quality standards are met through the importance of consistency, timeliness, correctly following procedures, and responsiveness to the needs of the festival. The candidate will reliably represent the festival, demonstrate a strong knowledge of relevant marketing terminology, be required to use innovation to resolve issues which impact the work and be agile and adaptive to change within short time periods.

The right candidate will bring their positive energy and a warm and welcoming nature to their work, using strong customer service skills across all written and in-person communications. Our flexible work ethic will not suit everyone, so we are looking for a marketing and communications generalist with clear ability to understand and maneuver through the ever-changing Covid-19 event landscape.

Key responsibilities:

Marketing and Communications:

- Assist with implementing and facilitating the distribution plan for all marketing collateral
- Maintain relationships with key marketing stakeholders and artist liaisons
- Assist with implementing and facilitating signage distribution and installation
- Assist with coordinating photographic documentation of the festival
- Assist with preparing and promoting Festival of Voice merchandise in the lead up to and during the festival
- Assist in procuring relevant information for program
- Assist with uploading content to the festival website
- Assist with delivery of email marketing plan
- Assist in maintaining festival listings on tourism, arts, events and music resources and optimizing free promotional resources online and in print
- Assist with maintenance and development of contact databases

Social Media Management:

- Assist in the implementation of the social media content plan
- Prepare and compile image library and coordination of video content creation
- Manage community engagement

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- Attend all events and have suitable knowledge on how to create and publish content for festival social channels

Reporting:

- Assist with preparation and compilation of festival audience, artist and partner survey
- Assist with the preparation of social media and website analytics report
- Keep up to date records of digital data and insights in preparation for end of year reporting
- Assist in media packs for artists and partners

Events:

- Assist in the delivery of promotional events including launch events, sponsor or VIP events and collaborative/cross promotional events, including coordinating invitation lists, venue, production, bar, catering and entertainment

Media and Communications

- Assist in compiling accreditation lists for media, compiling reports and media administration
- Assist in delivery of internal team communications
- Work with media team to coordinate media releases and interviews
- Assist in the compilation of media coverage reports

General

- Work collaboratively and respectfully with all members of festival team, aligning with team values to ensure open and clear communication at all times
- Can adapt and remain agile in high pressure environment during festival period
- Maintain steady and consistent management of administrative duties
- Attend all festival events and functions as required
- Attend and contribute to all festival meetings
- Maintain duties with due consideration of festival confidentiality
- Undertake other tasks and responsibilities and contribute as a team player as reasonably required.

Selection Criteria

- Proven experience in planning, coordination and implementation of marketing, communications, social media management and/or public relations in arts, events or festival environment.
- Excellent communication skills and strong emotional intelligence – in particular interest is ability to work with a variety of stakeholders in a range of industries but most specifically live events and the arts

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- Strong knowledge of flexible work ethic and strong ability to pivot according to organic festival landscape and current Covid-19 climate
- Knowledge of Tasmania's music community – experience in choral, contemporary, cabaret an advantage
- Active connection to the arts and festival community desirable
- Proven skills in project management systems, WordPress, Mailchimp and social media channels and Microsoft Office products.
- Graphic design experience and writing skills an advantage

WHS, Equal Opportunity, Discrimination and Harassment

The Festival of Voices team is committed to high standards of performance in relation to Workplace Health and Safety and the provision of Equal Employment Opportunity. All employees and contractors are expected to participate in maintaining safe working conditions and practices, as well as promoting and upholding the principle of fair and equitable access to employment/promotion, personal and professional development and training and the elimination of workplace harassment and discrimination.

The festival proudly holds current Rainbow Tasmania Accreditation and does not tolerate any form of harassment or discrimination. All staff members are required to comply with company policies and procedures and continue the positive, inclusive working culture that has been achieved.

Employment Conditions

Subject to employee contract

APPLICATIONS

Please email applications to the attention of Jen Murnaghan, Marketing and Partnerships Manager at jen@festivalofvoices.com with 'Marketing Coordinator + *your name*' in the subject line.

Please include:

- A cover letter that includes your response to the Selection Criteria in no more than two pages
- Your resume
- Two professional reference contacts – name, position, email and mobile contact details to be included

Closing date for applications is 13th November 2021.