



Marketing and Communications Manager

Position Description

Title:	Marketing and Communications Manager <i>(Possibility for Partnerships addition to role pending applicants skillset)</i>
Employment Conditions:	Ongoing Part-time position - Variable hours year round from 3 days + (pending partnerships role – see page 5 extension). We are also open to job share arrangements Varying requirements leading up to festival period, based on KPI's, program preparation, launch, delivery and reporting.
Remuneration:	Negotiable (pending experience) <i>from</i> \$43hr + superannuation
Start Date:	ASAP
Location:	Salamanca Arts Centre, Hobart and various venues across Tasmania.

Organizational Relationships

Reports to: Artistic Director & Executive Producer

Direct Reports: Marketing Co-Ordinator

Key relationships: festival executive, programming, ticketing, festival team, contractors, partners, media, artists, stakeholders, businesses, digital audience, ticket purchasers and participants, local councils, suppliers, community groups, schools.

Festival of Voices – About us

The Festival of Voices mission is to celebrate community and encourage people to sing. This was the premise behind the first Festival of Voices in 2005. It remains the same today.

Festival of Voices is Tasmania's original marquee winter event. It has become known as Australia's premiere celebration of the voice, and one of the most important choral festivals in our region, combining contemporary and participatory programming, and singing workshops. In a 'normal' year the festival attracts an audience of around 30,000 people.

The reach and reputation of Festival of Voices has grown far and wide. The 'Godfather of modern a cappella' Deke Sharon (USA), describes Festival of Voices as 'pretty much the perfect vocal festival...and wishes that such a festival existed in every city and town every year.'

Prolific Australian songwriter and composer Paul Jarman, describes Festival of Voices as 'mighty' and 'one of the great voice festivals in the world'. Renowned German-based composer and conductor Gordon Hamilton, regards Festival of Voices as 'a national treasure'.

Flexibility

This is a part-time position with a degree of flexibility and self-discipline. Total hours are negotiable pending the applicant, but starting from 3 days week, amortised over 12 months. Hours vary year-round e.g. less hours are required between September and January, more hours leading up to the festival in Feb, March, April, whilst May, June and Festival time are full time.

Role Description

The Marketing and Communications Manager will report directly to the Artistic Director and Executive Producer. This busy, hands-on role will drive participation, engagement and commercial outcomes by executing innovative brand and communications activities. You are experienced at leading and delivering integrated marketing campaigns, are a strategic and creative thinker with exceptional stakeholder management skills and are adept at using insights to drive audience engagement and conversion. To be successful in this role, you will have a university degree or the equivalent of five years' experience in a marketing role. You are a skilled communicator and build rapport with people easily. You thrive on dynamic, fast paced environments, have an excellent eye for detail and skill in project management. You understand the digital landscape and have strong experience with digital, content and social media marketing as well as earned and paid media, traditional marketing and advertising. You enjoy being part of a team and strive for excellence in everything you do. You will take ownership of executing, tracking and reporting on all partner deliverables including shaping agreements and building, and maintaining strong and effective partner relationships.

Key responsibilities:

Brand and Communications

- In consultation with the Artistic Director, manage the festival brand including developing and coordinating processes to ensure consistency in its application.
- Manage the marketing and communications team including graphic designer, web designer, photographer, videographer and printers.
- Manage all festival communications including eDM planning and execution, stakeholder and board communication that relates to your portfolio.
- Develop the content and engagement strategy and manage the organic content delivery for the festival's social media platforms.
- Manage the festival website – copy, user experience, customer journey and SEO
- Manage all marketing agency/contract relationships.
- In consultation with the Artistic Director and EP, plan and execute the festival program launch campaign and communications calendar.
- Liaise closely with the festival team, including producers and operations to achieve coordinated outcomes.
- Work closely with government agencies and interstate stakeholders to maximize local and national marketing opportunities.
- Manage all festival promotional events including festival launch.
- Develop and manage the visual content briefs and run sheets for the festival photographer/s and videographer/s, manage updates and changes and ensure delivery of final product.
- Maintain accurate reports of sales progress against budget and previous years performances.

Marketing Strategy & Development

- In consultation with the Artistic Director, develop individual marketing plans for key festival programs and events and various fundraising events and campaigns.
- Manage all components of the marketing plans including collateral development, design, printing and distribution; print advertising bookings; direct mail and promotional activities.
- Manage digital advertising asset inventory including website, email and social media advertising scheduling and delivery.
- Manage any customer research and analysis of audience data.

Database and Reporting

- Manages the process ongoing for festival use of the national database (CRM), in collaboration with Ticketing and Office Manager.
- Utilises the CRM to provide key insights that can inform decision making around brand and marketing campaigns as well as product development

General

- Manage overall marketing budget
- Sustainable creative practice – you create and choose from a number of strategic options and make decisions to deliver the most impactful strategic outcome.
- Proactively identify opportunities for the festival to engage in suitable activities across its brand, communications, marketing, events and sponsor programs to grow reach and engagement.
- Undertake other tasks and responsibilities and contribute as a team player as reasonably required.
- Participate in weekly core team meeting
- Prepare marketing progress and exit reports as required

Your skills and Experience (key criteria)

- A well-established marketing and communications professional profile, with strong experience in marketing, communications, advertising, social media management and publicity in arts, events or festival environment
- High level knowledge of brand strategy and arts marketing, including brand positioning and brand management, campaign design and delivery, publicity, ticketing and corporate communications and the market for live events and the arts.
- Excellent writing and visual communication skills – content for traditional and digital applications, graphic design knowledge a significant asset.
- 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
- High level understanding and demonstrated experience in the development and application of contemporary marketing strategies.
- Strong flexible work ethic and strong ability to pivot according to organic festival landscape and current Covid-19 climate
- Knowledge of Tasmania's music and singing community – experience in choral, contemporary, cabaret an advantage
- Active connection to the arts and festival community desirable
- Proven skills in project management systems, Microsoft Office products, Wordpress, Mailchimp or similar, and Meta channels including Ads Manager, Twitter and YouTube. Graphic design knowledge also an advantage

WHS, EQUAL OPPORTUNITY, DISCRIMINATION AND HARRASSMENT

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 Nadine Rowell, Executive Producer at nadine@festivalofvoices.com with 'Marketing & Communications Manager + *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 30th September 2023

EXTENSION (1)

Role Description – PARTNERSHIPS MANAGEMENT

The Marketing and Communications Manager role can be expanded to include Partnerships Management. This addition to the role would expand the role from 3 days a week to 3.5 days a week.

Key responsibilities:

Sponsor and Partner Servicing

- Work with the Executive Producer, Artistic Director, Board and team to build on established relationships and build new relationships with corporate partners, sponsors and donors.
- Ensures all contractual benefits are delivered to each of sponsor across all programs and events.
- Builds and maintains positive and constructive relationships with all festival sponsors.
- Proactively identifies add value opportunities for sponsors to grow their return on investment annually.
- Maintains a sponsor activation schedule for each sponsor that tracks all contracted and add value opportunities throughout the year.
- Manages the end of year reporting process for all sponsors, including developing reports and presentations.
- Conducts regular WIP meetings with sponsors
- Delivers the festival event Partner program
- Coordinates the timely execution of thank you's and wrap reports
- Maintains a detailed and up-to-date CRM with all key partner contacts, and prospects