



Marketing & Digital Content Coordinator POSITION DESCRIPTION

Title:	Marketing & Digital Content Coordinator
Employment Conditions:	Permanent Part-time position with variable hours each week pending time of year averaging 3 days a week, amortised over 12 months
Remuneration:	\$38.00 per hour + 12% superannuation. (FTE = \$75,008)
Leave Entitlements:	Annual leave, personal leave and other National Employment Standards entitlements apply
Contract Term:	Ongoing
Location:	Salamanca Arts Centre, Hobart, Tasmania

Organisational Relationships

Reports to: Marketing Manager

Works closely with: CEO, Festival team, artists, choirs, media, venues, partners, contractors, suppliers, stakeholders and participants.

Working Relationships

The Marketing & Digital Content Coordinator works collaboratively across the organisation and serves as a key contact for day-to-day marketing requests and content delivery. Reporting to the Marketing Manager, the role receives ongoing mentoring, professional development support and strategic guidance to support skill development, campaign effectiveness and alignment with organisational objectives.

Festival of Voices – About us

Festival of Voices is Tasmania's original marquee winter event and Australia's premier celebration of singing. Founded in 2005 to celebrate community and encourage people to sing, the festival remains true to this mission today, welcoming all voices, from curious beginners to seasoned professionals.

2025 marked our 20th anniversary, a significant milestone that celebrates two decades of connection, creativity, and song. Held annually on palawa and pakana land in lutruwita/Tasmania, the festival features a vibrant blend of contemporary and participatory programming, choral performances, workshops, and massed singing events. We now welcome audiences of nearly 40,000 people.

FESTIVAL^{OF} VOICES

The reach and reputation of Festival of Voices have grown far and wide. The 'father 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."

Renowned German based composer and conductor Gordon Hamilton, regards Festival of Voices as "a national treasure".

Guided by our values of inclusivity, accountability, collaboration, inspiration and stewardship, Festival of Voices is a not-for-profit incorporated association managed by an experienced creative team.

Role Description

The Marketing & Digital Content Coordinator is responsible for the day-to-day delivery of Festival of Voices' marketing, digital communications and audience engagement activities throughout the year.

Reporting to the Marketing Manager, the role coordinates the festival's digital content, social media channels, email marketing, website management, marketing collateral production and marketing administration systems.

Working collaboratively across the organisation, the Marketing & Digital Content Coordinator serves as a central point of contact for day-to-day marketing requests, helping ensure campaigns and communications are delivered efficiently, consistently and on schedule while maintaining a high standard of brand presentation and audience engagement.

The role requires a highly organised and proactive individual who can work autonomously, manage competing priorities and maintain a high standard of delivery across multiple concurrent projects. You will demonstrate initiative, creativity, strong attention to detail and a commitment to continuously improving the effectiveness and reach of Festival of Voices' marketing activities.

This position provides an exciting opportunity to further develop your skills, take on meaningful responsibility and contribute directly to the ongoing growth and success of one of Australia's most celebrated festivals.

Key responsibilities:

Marketing & Communications

- Coordinate the delivery of the festival's year-round marketing and communications activities.
- Manage the production, distribution and implementation of printed marketing collateral, signage and wayfinding materials.
- Coordinate the development and delivery of marketing assets across digital, print, and social media channels.
- Maintain the annual marketing content calendar and campaign schedules.

FESTIVAL^{OF} VOICES

- Collect, maintain and manage artist information, imagery and promotional materials required for marketing activities.
- Coordinate the preparation and promotion of Festival of Voices merchandise.
- Manage website content updates, event page builds, and ongoing website maintenance.
- Coordinate digital content for the Festival of Voices app and other digital platforms as required.
- Maintain festival listings across tourism, arts, events and music industry directories.
- Manage and grow marketing databases, audience lists, and contact records.
- Identify and maximise free and low-cost promotional opportunities across digital and traditional channels.
- Prepare promotional toolkits and media assets for artists, partners, choirs, venues and stakeholders.
- Assist with media accreditation administration as required.
- Monitor and record media coverage and audience feedback.
- Coordinate quotes and supplier invoicing related to marketing activities.
- Coordinate the administration and monitoring of marketing budgets, maintaining accurate expenditure records, tracking variances and providing regular updates to the Marketing Manager

Digital Content & Social Media

- Develop, coordinate, and implement the festival's social media content plan.
- Create, schedule, and publish content across the festival's social media platforms.
- Manage online community engagement and maintain timely responses to audience enquiries.
- Coordinate the collection of photography, video and user-generated content throughout the year and festival period.
- Manage relationships with photographers, videographers, and content creators.
- Maintain and organise the festival's digital asset library and content archive.
- Identify opportunities to enhance audience engagement through digital storytelling and content creation.
- Monitor emerging digital trends and recommend opportunities for innovation and audience growth

Email Marketing

- Coordinate and deliver the festival's email marketing program.
- Develop and schedule electronic direct marketing campaigns.
- Maintain database integrity and audience segmentation.
- Monitor campaign performance and recommend continuous improvements to engagement and conversion rates.



Reporting & Analysis

- Prepare monthly reports on social media, website, and email marketing performance.
- Analyse audience engagement data and identify trends, opportunities and areas for improvement.
- Monitor campaign effectiveness against agreed objectives.
- Provide insights and recommendations to support future marketing activities and audience development initiatives.

Events & Festival Delivery

- Support the delivery of promotional events, launch events, partner events, and audience engagement activities.
- Assist with the coordination of marketing requirements during festival delivery.
- Attend festival events and functions as required for content creation, marketing support and stakeholder engagement.
- Coordinate accreditation lists and marketing requirements for media attendance where required.

General Responsibilities

- Work collaboratively and respectfully with all team members, artists, partners, and stakeholders.
- Serve as a point of contact for day-to-day marketing requests from internal stakeholders, coordinating timely delivery of marketing support across the organisation.
- Maintain high standards of professionalism, confidentiality, and attention to detail.
- Contribute positively to team culture and organisational objectives.
- Attend team meetings and planning sessions as required.
- Effectively manage competing priorities and adapt to changing operational requirements.
- Undertake other duties reasonably required within the scope of the position.
- Demonstrate adaptability and remain effective in high-pressure environments, particularly during festival delivery periods



Selection Criteria

Essential

- Demonstrated experience in marketing, communications, digital content creation, or related fields.
- Experience managing social media channels and digital marketing campaigns.
- Strong written communication skills with the ability to write for diverse audiences and platforms.
- Excellent organisational and project management skills.
- Demonstrated ability to work independently, coordinate projects and achieve outcomes
- Strong interpersonal skills with the ability to build productive relationships with a wide range of stakeholders.
- Experience using digital marketing platforms including WordPress, Mailchimp, Meta Business Suite and Microsoft Office applications.
- Strong attention to detail and commitment to quality.
- Demonstrated initiative and ability to identify opportunities for improvement and act on them with minimal supervision.
- Ability to remain adaptable and effective in a dynamic festival and events environment.
- Demonstrated commitment to inclusive practice and an ability to work in accordance with Festival of Voices' values.

Desirable

- Experience within arts, events, tourism, not-for-profit or cultural sectors.
- Graphic design skills and experience using Canva and/or Adobe Creative Suite.
- Basic photography and videography skills
- Understanding audience development and digital analytics.
- Knowledge of Tasmania's arts, events, and tourism sectors.



Employer of Choice

Festival of Voices is proud to be formally recognised through the Tasmanian Government's Employer of Choice Program, acknowledging our commitment to building a supportive, well managed and inclusive workplace. This recognition reflects our dedication to valuing our people, investing in their wellbeing and development, and creating a positive culture where creativity, collaboration and respect thrive.

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 Nadine Rowell, CEO at nadine@festivalofvoices.com with 'Marketing & Digital Content 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 October 2026.