

**POSITION DESCRIPTION, MARKETING MANAGER
THE SYDNEY FRINGE FESTIVAL**

Title:	Marketing Manager
Responsible to:	The Board of NEPA/Fringe
Reports to:	The Festival Director/CEO
Key areas:	This role is responsible for both the planning and strategy and the implementation and coordination of the entire Sydney Fringe marketing campaign
Status:	Permanent Part-Time (3 days per week)
Salary:	\$62,000 (plus Superannuation), pro-rata for 3 days per week
Location:	Newtown, NSW

Background

Newtown Entertainment Precinct Association (NEPA) is a cultural industries organisation and advocacy group for the live arts and music sectors.

NEPA established The Sydney Fringe Festival in 2010.

The Sydney Fringe Festival www.sydneyfringe.com has received widespread industry support and engagement from the artistic community. In 2016 over 3,500 artists were featured in over 350 works across all disciplines across 60 venues.

NEPA wishes to engage a highly organised and energetic person as Marketing Manager for The Sydney Fringe Festival. The Marketing Manager will effectively and efficiently manage both campaign planning and strategy and implementation and coordination of Marketing, to ensure successful delivery of the annual Festival Marketing campaign.

Terms of Position and remuneration

This position is being offered as a permanent part time employee. Weekly division of hours is flexible.

Marketing Manager – Role overview

The Marketing Manager is responsible for creating and delivering the marketing campaign for the annual Festival and related events, as well as developing the overall strategic marketing direction for the Sydney Fringe.

Marketing Manager Key Competencies

Skills

- A demonstrated track record in planning and implementing Marketing campaigns
- A proven ability to report on the effectiveness of a Marketing campaign
- A demonstrated track record of developing and maintaining brand awareness
- A high level of expertise in a range of marketing, social and digital media and analytical tools
- A broad technical understanding of online platforms, and ability to maintain and manage the Sydney Fringe website
- A high level of expertise in Microsoft Office suite and Web based tools
- A demonstrated working understanding of Adobe Creative Suite
- Ability to create and effectively manage budgets
- Understanding of all the components of the marketing strategy (including print and digital media), and how to effectively combine these elements
- A demonstrated ability to effectively communicate in a timely manner with all colleagues and stakeholders and achieve decisive and effective outcomes.
- Time management skills essential
- Highly developed organizational skills, work flow control and prioritization
- Adherence to and ability to contribute to office policies, systems and procedures
- Ability to effectively and efficiently execute tasks and manage workflow and projects to achieve on-time and on-budget outcomes
- Excellent written and verbal communication skills
- Solid writing and content creation skills
- Excellent attention to detail

A demonstrated capacity and commitment to structured systems and procedures and client and customer service through:

1. Diligence and proficiency;
2. Self-direction and self-motivation;
3. Active listening and comprehension;
4. Effective and efficient completion of tasks;
5. Attention to details;
6. Commitment to follow through, completion and closure;
7. Effective problem resolution and demonstrated commitment to solution focus;

Interpersonal Skills

- Enthusiasm and positive attitude together with the ability to be a team player
- Ability to communicate openly, share information and support team members in order to contribute to the common good and common goals
- Open to change and ability to embrace change, willingness to learn
- Positive approach, lateral thinking; problem solver
- Team player
- Ability to work and thrive in a fast paced environment
- Emotionally and professionally mature
- Active listening and the ability to comprehend
- Development of professional trust with and in others to produce effective two-way communication with colleagues, clients and contacts
- Demonstrated healthy confidence that encourages others
- An interest in the arts and entertainment industry
- A positive and vibrant personality with a creative mindset

Key Responsibilities and Duties:

Strategy and Planning

- Work closely under the Festival Director/CEO and, as directed, the Board of Directors to develop the annual Marketing campaign and budget, and the ongoing Marketing strategy for the Sydney Fringe
- Develop, increase and maintain brand awareness and brand equity
- Serve as catalyst and point person for strategic marketing analysis, marketing planning and assessment of marketing implications of growth, expansion, curricular initiatives and other changes.

- Enhance and implement marketing policies and processes to increase organizational efficiency and effectiveness, as well as protect the Festival's assets and brand
- Work with Marketing and Sponsorship sub-committee to ensure the Marketing campaign is consistent with best industry practice

Marketing Systems

- Manage and maintain all Marketing systems and tools, and pro-actively upgrade and change as required

Coordination and Reporting

- Coordinating and producing content for the Sydney Fringe online platforms including website, Facebook, Twitter, Instagram, YouTube, podcast, EDM's and other online networks.
- Load all copy, imagery and resources to the Sydney Fringe website
- Creating and monitoring online advertising campaigns through Facebook, Google and YouTube
- Sale and management of digital and print advertising
- Coordinating the production and distribution of printed marketing materials including program guides, flyers, posters, banners etc
- Collaborate with and manage external PR agency, in conjunction with the Festival Director
- Coordinating the production and distribution of advertising across a number of mediums including print, outdoor, TV and radio
- Coordinating marketing activity with partner organizations including ticketing and media partners, sponsors and venues.
- Manage all external communications (and related tools), in conjunction with the Festival Director and PR agency
- Coordinating cross promotion with other arts, events and tourism organizations
- Reporting on campaign analytics and effectiveness against objectives
- Rolling out any collateral relevant to Fringe venues
- Assisting with other marketing duties as required by the Development Director, Producer, Business Manager and Festival Director/CEO
- Implement and manage effective internal reports that provide meaningful information to respective stakeholders

Selection Criteria

Criteria based on Key Competencies and full range of Skills requirements in particular:

- Bachelor Degree in Marketing, Business or Public Relations
- 3+ years experience in a marketing, PR or related role (within the arts sector preferred but not mandatory)
- Excellent skills and experience in digital platforms
- Excellent skills in Microsoft Office suite, Web based tools and Adobe Creative Suite

Accountability

This position reports to the Festival Director/CEO and works closely with the Producer, Development Manager and Business Manager.

Judgment and decision making, and extent of authority

The position is expected to be self-managed while working closely under the Festival Director/CEO. An open line of communication to the Board and the Marketing and Sponsorship sub-committee is also expected.

The position is expected to work in a highly collaborative and supportive manner with the Fringe team of key staff, contractors, interns, volunteers and casuals.

Festival Director/CEO and the Marketing and Sponsorship sub-committee must be kept informed, engaged and be provided with the ability to consider and approve or otherwise any and all matters that concern the wellbeing of the campaign.

How To Apply

Please send a resume and cover letter in pdf format (3 pages maximum) to hq@sydneyfringe.com

For further enquiries, please contact the Sydney Fringe at hq@sydneyfringe.com

Applications close Friday the 17th February, 2017