

* ADELAIDE * FRINGE *

POSITION:	Senior Marketing Coordinator
LOCATION:	Adelaide Fringe Inc.
START DATE:	3 May 2021
END DATE:	30 June 2022
REPORTS TO:	Marketing and Communications Manager
TERMS & HOURS:	Full time, fixed term contract, 38 hours per week
REMUNERATION:	\$56,000 – \$60,000 per annum, pro rata

Organisational Context

Adelaide Fringe is an annual open-access arts festival run over four weeks in Adelaide, South Australia during February and March. It is one of the largest, most popular and diverse arts festivals in Australia. Thousands of artists from around Australia and across the globe participate alongside home-grown talent, in art forms spanning cabaret, comedy, circus & physical theatre, dance, film, theatre, music, visual art and design.

Position Summary

Under the direction of Head of Marketing, Ticketing and Digital and the Marketing & Communication Manager, you will assist with the development, implementation and delivery of the strategic marketing plan for the Adelaide Fringe. You will have experience managing multiple stakeholders and have excellent communication skills with a solutions focused approach to problem solving. The Senior Marketing Coordinator will assist in driving and leading the marketing team in hitting KPIs and revenue targets..

Organisational Relationship

Reports to:	Marketing and Communications Manager
Department:	Digital, Marketing & Ticketing
Supervises:	Marketing Coordinators, Graphic Studio, Marketing Assistants, Interns and Volunteers as required
Internal Liaisons:	Fringe Director & Chief Executive, Deputy Director, Heads of Departments, Marketing Coordinators, Marketing Assistants, Publicists, Studio and other Adelaide Fringe staff.
External Liaisons:	Adelaide Fringe artists, promoters and presenters, Government and non-Government agencies, web developers , printing firms, media, marketing and media supply companies, project partners, sponsors and community groups.

KEY RESPONSIBILITIES

136 Frome Street Adelaide SA 5000

Tel. +61 8 8100 2000 Fax. +61 8100 2020

buzz@adelaidefringe.com.au adelaidefringe.com.au

Principal Partner



ABN 71 660 859 461

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Strategic & Campaign Management

- In collaboration with the Marketing and Communications Manager assist with the development of Adelaide Fringe marketing campaigns
- Assist the Marketing and Communications Manager in the development of Adelaide Fringe's audience development marketing strategy to increase interstate visitors and first time ticket buyers.

Marketing and Brand

- In collaboration with the Marketing and Communications Manager, develop the overall digital marketing strategy maintaining consistent voice across Adelaide Fringe's digital platforms.
- Assist Marketing Coordinators in the delivery of the ongoing Adelaide Fringe digital strategy, including social, website, e-communications and to continue building audiences and ensure consistent branding and voice for the organisation.
- Manage content approval for print and digital marketing collateral.

Content and Copywriting

- Assist in the implementation of marketing strategies and ensure the studio briefs, copy, assets and artwork are correct and follow appropriate approval processes.
- Write clear, interesting copy for use across multiple mediums which reflects the Adelaide Fringe voice and image.

Data Management

- Maintain and track expenditure and income across the Marketing Team, notifying Head of Marketing, Ticketing and Digital of any issues.
- Provide Head of Marketing, Ticketing and Digital and the Marketing Communications Manager reports as required

Stakeholder management

- Work collaboratively with departments to develop and deliver marketing collateral fit for purpose.
- In consultation with the wider organisation, develop ideas and solutions to better communicate with our external stakeholders.

Other

- Approve content on behalf of the Marketing and Communications Manager when delegated to.
- Understand and comply with all Adelaide Fringe policies, procedures and requirements.
- Ensure all expenses are approved and recorded in line with Adelaide Fringe and Marketing team procedures.
- Embrace online organisation project management software
- Whilst this position description summarises the purpose of the job and lists its key tasks, it is not a definitive list of all the tasks to be undertaken. Tasks can vary from time to time at the discretion of your Manager. To deliver services effectively, a degree of flexibility is required.

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Selection Criteria

- Experience in team management and leadership.
- Strong project management and campaign experience.
- Outstanding literacy, writing, editing and proofing skills.
- Sound understanding of the principles contemporary marketing, communication and promotions.
- Strong skill set in analysing data and drawing insights to grow campaigns
- Organised, process driven, and high attention to detail.
- Outstanding communication skills with the ability to interact and communicate effectively and easily with a broad range of people, both internal and external to the organisation.
- Ability to work in a fast-paced environment; to handle multiple tasks and juggle projects.
- Tertiary or similar qualifications in marketing, public relations or a related field would be highly regarded.
- Experience in Google Analytics, Google Ads Manager and copywriting for SEO will be highly regarded.

Personal Attributes

- Excellent leadership skills.
- Collaborative approach to problem solving.
- Innovative and creative thinker
- Ability to cope with high pressure situations and competing deadlines.
- Excellent interpersonal skills.
- Patient, amiable and good humoured.
- High attention to detail.
- Flexibility and ability to deal with obstacles and plan changes as they arise.
- Self-reliant and self-motivated.

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