



Position Description

Position Summary: Marketing Executive

About us:

Each September Brisbane Festival unites the city in a celebratory fusion of culture with a thrilling program of theatre, music, dance, circus, opera and major public events such as *Sunsuper Riverfire*. A \$16 million premier international event, Brisbane Festival is the biggest event of its kind in Queensland with over a million people coming together to join the festivities. With a core staff of approximately 15 and a Board of 10 Directors, Brisbane Festival builds to a peak in September of 80+ staff, 150+ contractors, 350+ volunteers, and 1500+ artists.

Position Summary:

The Marketing Executive is responsible for developing tactical destination marketing plans for a cross section of allocated venues as well as event marketing plans for a diverse portfolio of Brisbane Festival activities presented at those venues.

This role requires a creative, well organised and deadline driven arts marketer capable of creating and executing tactical marketing plans for Brisbane Festival events which may include: prestige international and national performing arts productions; major contemporary music concerts; small gigs; cabaret-circus-burlesque shows; independent theatre; comedy; dance; large scale free events; city activations and installations; and, family orientated shows and events. It is preferable but not necessary to possess experience in the festival and/or events sector.

Reporting

Reports to: Marketing and Communications Director

Positions reporting to role: n/a

Communication

In respect to internal and external relations the Marketing Executive shall:

- Report to the Marketing and Communications Director
- Liaise with the Artistic Director, CEO, marketing, programming, development and administration teams and appropriate staff members;
- Liaise with agencies, media outlets, printers, artists and any other relevant external suppliers; and
- Provide the Marketing and Communication Director with a weekly report of development and activities. This may take place in writing or in the form of a meeting.

Program Delegation

The Marketing Executive will work across events presented in an allocated number of Brisbane Festival venues which could include any combination of Treasury Brisbane Arcadia, QPAC, South Bank, Theatre Republic, Tivoli, Brisbane Powerhouse, Riverstage and other city locations

BRISBANE FESTIVAL

Financial Delegation

The Marketing Executive's financial delegation is as per the Delegation Policy.

Roles and Duties

Marketing Operations

Maintain up-to-date records for:

- Marketing team timeline and checklists;
- Marketing campaign planning templates;
- Budget templates and tracking tools;
- Marketing data collecting and reporting templates and monitoring tools;

Campaign Planning

Guided by the Marketing and Communications Director and supported by the Marketing Manager, the Marketing Executive shall develop production-by-production and destination marketing plans for Brisbane Festival activities presented at allocated venues. The duties shall include, but shall not be exclusively restricted to the following:

- Identify and research potential audiences and plan and execute appropriate marketing activities to reach and motivate these people to attend;
- Identify and implement cross-promotional opportunities with affiliated organisations;
- Manage timelines and budgets;
- Develop advertising schedules and negotiation with media across all mediums (television, radio, print, outdoor and online);
- Media for bookings for allocated media outlets;
- Liaise, negotiate and deliver briefs to marketing suppliers such as design agencies, distribution companies, printers, publicity agencies and digital agencies;
- Manage the production of television and radio advertising;
- Gathering and analysis of audience data and marketing research for evaluation and planning; and
- Other tasks as required to fulfil the role.

Integration with Communications

- Work proactively in partnership with the Publicists to identify opportunities to leverage coverage for maximum marketing impact.

Integration with Sales

- Ensure tactical marketing activity aligns with key sales periods;
- Ensure relevant sales offers are made to identified target markets;
- Identify opportunities to package program events together for Multi-Tix promotion.

Administration

- Updating Datafest and CRM as required with updated copy;

BRISBANE FESTIVAL

- Prepare post-event marketing reports for sponsors and strategic marketing partners; and
- Other tasks as required to fulfil the role.

Systems

- Utilize the organisation-wide systems in accordance with policies and procedures provided.

WHS

- Take an active role in effectively implementing Brisbane Festival's WHS policy.

How to Apply

Please apply by email only. Send your application to: marketing@brisbanefestival.com.au

1. In the subject line of your email please include the following: **Your Name, Application for Marketing Executive**
2. In the body of the email, include the copy of your cover-letter.
3. Please provide the following documentation as a single PDF document attached to your email.
 - A one-page cover-letter which includes a brief indication of how you meet the selection criteria and that directs the reader to the relevant section of your resume as evidence of training or experience.
 - Your resume, no longer than 4 pages.

Short-listed applicants should be available for interview between 4-8 February 2019. All applications are strictly confidential.

Brisbane Festival is an equal opportunity employer. Our vision is to have a team which reflects the breadth and diversity of Brisbane's population. We particularly encourage Aboriginal and Torres Strait Islander people to apply.

Applications close Monday 28 January 2019

Privacy

The following is extracted from our Privacy Policy. If you wish to view the entire policy, please request a copy via the email address above.

3.3 Information for job applicants (including volunteers)

3.3.1 collection of your personal information



If you are applying for a job with us, you may be required to provide us with certain personal information, including your:

- Name
- Residential address
- Postal address
- Telephone numbers
- Email address
- Employment history
- Educational background

This information may be collected in your interactions with Brisbane Festival in person, over the telephone, by fax or email, as part of, or in relation to, your job application.

In considering your information, we may also collect information about you from the referees you nominate in your application.

3.3.2 Use of your personal information

We will only use your personal information for the purposes of considering your application and, if successful, your employment.

3.3.3 Disclosure of personal information

In considering your application, it may be necessary for us to disclose some of your personal information to third parties in order to verify the accuracy of that information. We will disclose only such information as is necessary in the circumstances.