

DIGITAL MARKETING COORDINATOR (WEBSITE CONTENT)

About Us

Queensland's premier arts festival, Brisbane Festival heralds the promise of play and celebration as it lights up the city each September in a blaze of colour.

We create extraordinary art and take up residence throughout the river city, atop iconic landmarks and deep into the suburbs. We host captivating live performances and installations from home and across the world. Our Festival reflects the diverse communities that give Brisbane its unique voice. We invite audiences to Be Bold with us, to expect art unexpected with open hearts and minds; to be entertained, inspired, and amazed.

Brisbane Festival acknowledges this country's First Nations people and with their leadership and guidance, we celebrate that deep cultural legacy. We create a rich multi-arts program made by and with our local Aboriginal and Torres Strait Islander communities.

Our artists, people and partners are ambitious and agile dreamers who make the impossible possible through passion, hard work, and care.

Position Summary

Are you passionate about digital and the arts? Brisbane Festival is seeking a Digital Marketing Coordinator to help manage our website and drive traffic through impactful digital marketing campaigns for our 2025 festival.

Responsible for overseeing website maintenance, coordinating content updates, and managing relationships with our web agency, you will be managing the day-to-day of Brisbane Festival's most impactful marketing channel.

The role is a 6-month full-time contract offering a salary of \$55,000 - \$65,000 plus super (dependent on experience).

Reporting

Reports to: Brand and Content Manager

Positions reporting to the role: n/a

Communication

In respect to internal and external relations, the Digital Marketing Coordinator (Website Content) will:

- Report to the Brand and Content Manager,
- Liaise with the Marketing team and appropriate other staff members to carry out the role,
- Liaise with relevant external stakeholders as required,
- Provide the Brand and Content Manager with a weekly report of developments and activities. This may take place in writing or in the form of a meeting.

Roles and Responsibilities

With support from the Brand and Content Manager, the Digital Marketing Coordinator (Website Content) will:

- Assist in the development and implementation of digital marketing campaigns across various digital platforms, including web and search.
- Create and curate engaging content for website and search campaigns.
- Monitor and analyse key metrics to evaluate the performance of marketing campaigns and identify areas for improvement.
- Conduct market research to identify trends, competitors, and new opportunities.
- Collaborate with cross-functional teams to ensure marketing strategies are aligned with business objectives.
- Support the execution of SEO and SEM strategies to increase online visibility and drive traffic to our digital properties.
- Stay updated on industry trends and best practices in digital marketing.

Systems

In respect to systems use, the Digital Marketing Coordinator (Website Content) will:

- Utilise the organization-wide systems in accordance with policies and procedures provided.

WHS

In respect to Workplace Health and Safety, the Digital Marketing Coordinator (Website Content) will:

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

Relevant Experience

Essential

- Bachelor's degree in marketing, communications, or related field.
 - Strong written and verbal communication skills.
 - Proficiency in Microsoft Office Suite and familiarity with digital marketing tools and platforms.
 - Understanding of SEO, SEM, Google Analytics, UX design best practices for web content.
- Proficient in CMS and content management. Experience in CMS platform Tank an advantage.
- Demonstrated experience creating, editing, and publishing online content.
 - Strong organisational skills and attention to detail, ensuring content accuracy and consistency.
 - Familiarity with content workflows, including approvals and quality assurance processes.
 - Strong analytical skills and the ability to interpret website and digital marketing data.
 - Excellent communication and collaboration skills to work effectively with the marketing team.
 - Ability to work effectively both independently and as part of a team.
 - Passion for learning and staying up-to-date with the latest digital marketing trends.

Desirable

- Experience in CMS platform Tank an advantage.
- Experience using tools like Adobe Photoshop, Illustrator, or other design software to optimise and prepare images for web publishing is an advantage.

How To Apply

Please apply via our [online application form](#) only. Address your application to: Mark Sutton – Brand and Content Manager. For enquiries contact: Mark Sutton – mark@brisbanefestival.com.au.

Please provide your CV including at least two referees, as well as a statement indicating how you meet the selection criteria listed. A cover letter is optional. Short-listed applicants should be available for interview after the application closing date. All applications are strictly confidential.

APPLICATIONS CLOSE: 5:00pm on Monday 21 April 2025

Research shows that while men apply to jobs when they meet an average of 60% of the criteria, women and other marginalised folks tend to only apply when they check every box. So, if you think you have what it takes, but don't necessarily meet every single point above, please still get in touch. We would love to have a chat and see if you could be a great fit.

Brisbane Festival is an equal opportunity employer committed to diversity in the workplace. Our vision is to have a team which reflects the breadth and diversity of Brisbane's population. Aboriginal and Torres Strait Islander People, LGBTQIA+, culturally and linguistically diverse applicants and people with a disability are encouraged to apply.

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.

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 to verify the accuracy of that information. We will disclose only such information as is necessary in the circumstances.