



## Marketing Manager

### 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 pink.

We create extraordinary art, taking 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.

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

### Position Summary

The Marketing Manager is responsible for planning and executing marketing campaigns and communications solutions for a diverse portfolio of Brisbane Festival events presented across multiple venues. These 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. The Marketing Manager also plays a key role as the interface between the Production, Graphic Design and Digital teams.

The role will commence March 2022 on a two-year full-time contract.

### Reporting

Reports to: Marketing and Communications Director

Positions reporting to role: n/a

### Communication

In respect to internal and external relations the <Role Title> shall:

- Liaise with the the Marketing, Programming, Partnerships and Engagement, Philanthropy, and Administration teams and appropriate staff members to carry out the role;
- Liaise with agencies, printers, artists and other relevant external suppliers and stakeholders;
- Provide the Marketing and Communications Director with a weekly report of developments and activities. This may take place in writing or in the form of a meeting;

### Roles and Duties

Working as a key member of the marketing team, the Marketing Manager will plan and deliver strategic and highly effective event and destination marketing plans for Brisbane Festival. The Marketing Manager's duties will include, but not limited to the following:

## **Campaign Planning**

- Identify potential audiences and appropriate marketing channels and design and execute marketing strategies to motivate attendance, enhance engagement and achieve sales targets;
- Identify and implement cross-promotional opportunities with affiliated organisations;
- Manage timelines and budgets;
- Source quotes, negotiate and book schedules with media and deliver assets to meet deadlines for advertising across all mediums (television, radio, print, outdoor and online);
- Create briefs for suppliers such as design agencies, distribution companies, printers, photographers, videographers and digital agencies;
- Manage the production of television and radio advertising; and
- Other tasks as required to fulfil the role.

## **Content Creation**

- Author creative, impactful audience-focussed content for campaign communications across multiple channels including eDMs, social media, digital and print advertising, TV and radio.

## **Stakeholder Management**

- Work closely with Producers to facilitate campaign requirements;
- Liaise with other internal departments including Partnerships and Engagement and Philanthropy to manage their marketing and communications needs and ensure delivery within agreed timelines.

## **Administration**

- Maintain accurate and up-to-date records for: Marketing timelines and checklists; Marketing campaign planning and deliverables; Budget tracker; Purchase orders and invoice reconciliation; Marketing data collection, reporting templates and monitoring tools;
- Prepare post-event marketing reports for sponsors and strategic marketing partners;
- Other tasks as required to fulfil the role.

## **Systems**

- Utilise the organisation-wide systems in accordance with policies and procedures provided;

## **WHS**

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

## **Selection Criteria**

### Essential

1. 5+ years experience in marketing and communications.
2. Tertiary qualifications in marketing, communications or related field;

3. Extensive experience in developing and delivering successful integrated event marketing strategies;
4. Ability to manage competing priorities in a complex marketing environment;
5. Strong attention to detail;
6. Superior written, verbal and interpersonal communications skills;
7. High level IT skills including experience with Microsoft Office suite.

## Desirable

1. Digital and social media experience;
2. Demonstrated use of a database system, or the capacity to quickly obtain these skills;
3. Experience in an event or festival environment.

## HOW TO APPLY

Please apply via our [online application form](#) only. Address your application to: Karen Soennichsen, Marketing and Communications Director. For enquiries contact: karen@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 in early February 2022. All applications are strictly confidential.

***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.***

**APPLICATIONS CLOSE 14 JANUARY 2022.**

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