



Marketing and Communications Director

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 and Communications Director is responsible for the direction, management and delivery of the marketing, public relations and ticketing strategies for Brisbane Festival. The Director works closely with the Artistic Director and the Chief Executive Officer to increase awareness of Brisbane Festival and to maximise attendance and box office revenue. The Director is a member of the executive Leadership Team and is responsible for managing the Marketing team, departmental contractors, suppliers, agencies, and media relationship.

The role will commence 21 February 2022 on a two-year fulltime fixed term contract.

Reporting

Reports to: Chief Executive Officer (CEO)

Positions reporting to role: Marketing team (6-10), external agencies

Communication

In respect to internal and external relations the Marketing and Communications Director shall:

- Report to the CEO and work closely with the Artistic Director;
- Form part of the executive Leadership Team and collaborate closely with colleagues to achieve shared success across the organisation;
- Manage the marketing team within the organisation's People and Culture Framework;
- Liaise with external stakeholders including publicity agencies, media partners, shareholders, suppliers and service providers, sponsors, corporate and cultural partners, arts and marketing sector members and representative bodies; and
- Provide the CEO with a weekly report of developments and activities. This may take place in writing or in the form of a meeting;

Roles and Duties

Organisational leadership

Contribute to organisational leadership as a member of the executive Leadership Team through:

- long-term strategic and business planning;
- stakeholder communication, approval and reporting, including to internal departments, the Board of Brisbane Festival and shareholders;
- development and management of Brisbane Festival's public profile;
- participation in media, marketing, and arts sectors;
- acquittal reporting to stakeholders;
- use of operational and management systems for contracting, risk management, technology and policies; and
- financial planning.

Planning and development

- Lead brand development;
- Develop and lead all aspects of the marketing, public relations and ticketing strategies for Brisbane Festival;
- Identify target markets for individual shows and events as well as the Festival as a whole;
- Along with the CEO, Artistic Director and Program Director, develop box office models for each ticketed production and agree the overall box office target for each year;
- Develop pricing and packaging strategies to maximise yield and incentivise desirable market behaviours including advance booking, multiple attendance, early in festival attendance, group booking, trying new work and experiencing the work of a company or artist for the first time;
- Ensure the marketing and public relations strategies recognise funding partners and sponsors;
- Identify and develop valuable partnerships with media, tourism bodies and marketing suppliers;
- Develop long-term strategies in relation to tourism and visitation; and
- Identify and lead audience development initiatives to increase financial and organisational capacity for growth.

Operational delivery

- Review, measure and report on the impact and success of marketing, publicity and ticketing strategies against the Business Plan;
- Manage the Marketing and Communications team and contractors;
- Evaluate, engage and manage key marketing suppliers;
- Lead market research for Brisbane Festival;
- Identify and manage operational/technology driven improvements relating to the Marketing and Communications department; and
- Continue to develop a service orientated culture within the Marketing and Communications team.

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. Minimum 10 years' relevant and progressive senior-level experience in a relevant role in the arts, entertainment, or tourism industries.
2. Demonstrated high level strategic marketing expertise across all mediums including conceptual development and successful application of digital marketing practices.
3. Highly effective leadership and management skills with proven ability to build, mentor, motivate and support a team to achieve high level performance.
4. Alignment with Brisbane Festival's mission, vision and values.
5. Proven creativity and results in sales.
6. Tertiary qualification in marketing, the arts or an equivalent combination of relevant knowledge, training and, or experience.

Desirable

1. Experience in a multi-arts festival, or performing arts context will be highly regarded.

HOW TO APPLY

Please apply via our [online application form](#) only. Address your application to: Charlie Cush, CEO. For enquiries contact: ceo@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 between 13-17 December 2021. 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 5PM FRIDAY 10 DECEMBER 2021.

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.