

Job Description

Senior Marketing Coordinator

About Artrage

Artrage Inc. is not-for-profit incorporated association that has been at the forefront of developing arts and culture in Western Australia since 1983 and is the third largest cultural organisation in WA, behind Screenwest and the WA Museum.

Artrage annually presents FRINGE WORLD Festival, the largest annual event staged in WA and the third largest Fringe Festival in the world in terms of tickets sold. The main Festival hub sites that are produced directly by FRINGE WORLD are The Pleasure Garden, the Ice-Cream Factory and the pop-up venues in the Perth Cultural Centre.

Alongside the annual Festival, Artrage produces and manages a number of other arts and entertainment enterprises that increase the scale and breadth of the organisation's reach including Rooftop Movies and Girls School Cinema.

Find out more about the positive impact of the FRINGE WORLD Festival and the work of Artrage here: https://issuu.com/artrage/docs/2018_impact_report_issueu

About the Role

The primary purpose of the Senior Marketing Coordinator is to project manage key marketing activities to assist Artrage to achieve sales targets and customer service outcomes.

Working closely with the Marketing Manager and Marketing Director, the Senior Marketing Coordinator will contribute to and directly coordinate a broad range of marketing activities, including print and digital materials, along with copywriting and design tasks for FRINGE WORLD Festival, Rooftop Movies and Girls School Cinema.

Application process

In your application, please provide:

- A cover letter (maximum of two pages) that addresses the Qualifications, Experience and Skills required for the role; and
- A current resume with contact details of two professional referees.

Application closing date: 5pm Monday 13 August.

Applications received after the closing date will not be accepted. Applications can only be sent via email as MS Word or Adobe PDF files with a total size of no more than 2MB. Do not attach ZIP or password protected files.

Email your application to jobs@artrage.com.au with "Senior Marketing Coordinator" in the Subject heading before the application closing date. Any questions or queries regarding the application process or position can be directed to the FRINGE WORLD Festival Marketing Director, Joanna Hos at jobs@artrage.com.au

By submitting an application for this position you acknowledge and accept our Privacy Policy, which is available to view on our website.

Selection Process

Shortlisted applicants will be asked to take part in an interview in August.

The start date for the position is in the week commencing 3 September 2018.

Contract Details

Salary:	Salary information available on request
Contract Period:	Permanent
Working Hours:	Full-time (38 hours per week). Due to the nature of this role, the successful applicant may be required to work reasonable additional hours during peak operational periods.
Working Location:	The role is based at the Artrage office in Northbridge and other Festival locations in and around Perth as required.

Artrage Senior Marketing Coordinator

Position Title	Senior Marketing Coordinator
Reports to	Marketing Manager, Marketing Director
Direct Reports	Nil
Works alongside	Social Media Coordinator, Signage Coordinator, Communications Coordinator, Digital Marketing Coordinator and the Partnership, Program and other Festival teams.

Key Accountabilities

FRINGE WORLD Marketing Project Coordination

- Project management of the FRINGE WORLD Festival printed guide and other Festival printed marketing materials including coordinating delivery of materials from other departments and liaising with designers and printers for timely project delivery.
- Develop and implement effective distribution of the FRINGE WORLD Festival printed guide and other Festival printed marketing materials.
- Effective copywriting for the FRINGE WORLD e-news, media releases and website.
- Design and coordinate the production of artist and venue registration materials including the Artist and Venue Info Packs to promote participation opportunities with the festival.
- Coordinate artist advertising and marketing initiatives such as advertising in the Festival printed guide, online advertising and artist signage at key Festival hubs.
- Graphic design for merchandise, social media and digital marketing applications.
- Coordinate documentation of the Festival, including liaising with and scheduling of photographers and videographers.
- Coordinate the production and distribution of Festival merchandise and staff t-shirts.
- Assist with event coordination for key events, including the official launch and the FRINGE WORLD Awards.
- Assist with the delivery of the FRINGE WORLD Friends program, including developing the year-round Friends benefits.
- Assist with the Festival's tourism marketing activities.
- Contribute to the annual development of the Festival Marketing Plan.

Cinema Marketing Project Coordination

- Develop and implement innovative marketing campaigns for Rooftop Movies and Girls School Cinema.
- Contract management with the project publicists, ensuring significant positive media and social coverage.
- Design and distribute the digital and print marketing materials for Rooftop Movies and Girls School Cinema.
- Effective copywriting for the Rooftop Movies and Girls School Cinema media accounts, website and e-news.
- Design and implement signage for the Rooftop Movies and Girls School Cinema, working with the Signage Coordinator where relevant.
- Assist with the development of the Rooftop Movies and Girls School Cinema websites.

Team and Development

- Embrace the FRINGE WORLD Values in all areas of work.
- Foster the development of positive and communicative working relationships across all delivery areas working on the site.
- Contribute to annual debrief process and marketing evaluation.

Other Duties

- Undertake any other duties assigned by the FRINGE WORLD Executive Team, which might reasonably be deemed to be within the scope of the role and having regard for the skills and qualifications relating to the role.

Qualifications and Experience

- Degree or Diploma in Marketing.
- Minimum of three years experience in marketing project delivery.
- Previous experience in a festival environment advantageous.

Skills

- Strong verbal and written communication skills.
- Ability to liaise, interact and communicate effectively with a broad range of people.
- Graphic design skills and experience with Adobe Design Suite, including Photoshop and InDesign.
- Experience with website CMS.
- Excellent administrative skills and the ability to implement and maintain efficient records.
- Proven initiative and high levels of self-motivation, including the ability to work unsupervised.
- Proven ability to work under pressure as well as plan and prioritise workload.
- Ability to work effectively in a team.
- Ability to think outside the box and develop creative solutions to problems.
- Experience in Microsoft Office suite, including Excel.