

## Job Description

### Signage Coordinator

#### *About FRINGE WORLD*

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FRINGE WORLD Festival is 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.

FRINGE WORLD is produced by Artrage Inc. a 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.

Alongside the annual FRINGE WORLD 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\\_issuu](https://issuu.com/artrage/docs/2018_impact_report_issuu)

#### *About the Role*

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The primary purpose of this role is to coordinate and effectively deliver signage to achieve marketing, partnership and artist servicing goals for FRINGE WORLD.

Reporting to the FRINGE WORLD Marketing Manager, the Signage Coordinator designs, coordinates and oversees the install of corporate signage that acknowledges Festival partners along with directional, customer service, artist and compliance signage in accordance with marketing deadlines and budgets.

## ***Application process***

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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:** WST 5pm Monday 24 September.

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](mailto:jobs@artrage.com.au) with "Signage 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 Manager, Mel Jasa at [jobs@artrage.com.au](mailto: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***

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

The start date for the position is in the week commencing 5 November 2018.

### ***Contract Details***

**Salary:** Salary information available on request

**Contract Period:** 5 November 2018 to 1 March 2019

**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.

## Signage Coordinator

<b>Position Title</b>	Signage Coordinator
<b>Reports to</b>	Marketing Manager
<b>Direct Reports</b>	Casual staff
<b>Works alongside</b>	Marketing, Partnerships, Program, Box Office and Production teams.

### Signage design and coordination

- Oversee the implementation of the signage plan for key Festival sites and activities such as The Pleasure Garden, FRINGE Central at The Perth Cultural Centre and Yagan Square along with Rooftop Movies.
- Utilise graphic design skills to create signage that aligns with the Festival brand.
- Coordinate the production of signage with the Festival signage printing/production partner.
- Oversee the installation of signage on sites, including supervision of a team of casual staff.
- Work with the Marketing Director to create signage that acknowledges partner support and brings partner activations to life on key Festival sites.
- Work with the Senior Marketing Coordinator to achieve artist signage needs on site.
- Work with the Operations Manager and Production Manager to design and deliver signage that meets the Festival's compliance and site requirements.
- Deliver signage activities in accordance with a set deadline and budget.
- Ensure all aspects of signage delivery and installation comply with organisational and legislated safety requirements.
- Document all signage and maintain accurate records.

### Budget management

- Responsible for managing the signage budget including obtaining quotes, regular reportage to management, compliance with Festival procurement and budget control practices.

### 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, marketing evaluation and future planning.

### 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**

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- Experience with graphic design, preferably within a signage context.
- Experience with and knowledge of materials and building techniques for signage installation.
- Experience with budget management.
- Previous experience in a festival environment is advantageous.

## **Skills**

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- Graphic design skills and experience with Adobe Design Suite, including Photoshop and InDesign.
  - Strong verbal and written communication skills.
  - Ability to liaise, interact and communicate effectively with a broad range of people (suppliers and employees).
  - 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.
  - Experience in Microsoft Office suite, including Excel.
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