

PERTH FESTIVAL

Position Title:	Signage Coordinator
Department	Marketing
Supervisor Title:	Scenic and Activation Designer

About Perth Festival

We affirm the primacy of Indigenous culture by acknowledging our presence on Whadjuk Noongar Boodjar.

As the longest-running arts festival in the nation, our not-for-profit organisation is dedicated to enriching life through art.

We are answerable to our community and seek to demonstrate the power of art to bridge divisions and unite people from all sectors of life. The inclusivity we seek addresses multi-cultural, socio-economic and geographical divides.

We champion rich Indigenous traditions and contemporary art practices. We collaborate with local institutions, grassroots arts organisations to develop opportunities, skills and jobs for Western Australians, as we have since our foundation in UWA in 1953.

The Festival is central to supporting the next generation of creative thinkers. We commission and present works that give voice to this generation, as well as commission acclaimed National and International artists to collaborate with local artists. New perspectives, big ideas and creative action at the Festival can provide the toolkit for our community to thrive in the 21st century.

The Festival has many strengths to draw on in seizing opportunities and rising to the challenges we face. Using our strategic pillars of community; leadership and sustainability we aim to fulfil our vision to be at the hear of our local community on Whadjuk Noongar Boodjar and a world leader for cultural and artistic experience.

About the work area

The Marketing department is responsible for management of the Festival's brand, audience development initiatives, advertising campaigns, box office, strategic communications, digital activities, ticketing and customer service.

The department develops marketing strategies that strengthens relationships with existing audiences, attracts new audiences and enhances each individual's Festival experience.

Role statement

Under the supervision of the Scenic and Activation Designer and in line with the 2022 Artistic Vision and the Festival's strategic plans and goals, ensure the Festival maximises community profile and impact through the creation and installation of innovative and effective signage and distribution solutions.

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Key responsibilities

1. Coordinate all the Festival signage requirements including signage concepts, design briefing, scheduling, production and installation
2. Ensure all Festival venues and events have appropriate and effective branding and visibility and this is consistently applied across all key venues.
3. Ensure presentation of venues is of the highest standard throughout the Festival
4. Work with the Production Department regarding all Festival events and venues to ensure effective directional and information signage is installed in a timely fashion
5. Work with the Development Department to ensure all sponsor signage requirements are met and leveraging opportunities explored
6. Create cross-promotional signage displays at key Festival venues, in line with the Audience Development strategy
7. Manage Signage Assistants / Signage Installation Team throughout the Festival
8. Monitor the signage with the Marcomms Execs and Campaign Manager
9. Ensure that all relevant documentation – including administrative and design - is filed according to Festival procedures and that a report is produced at the end of the Festival
10. Maintain compliance and ensure you keep abreast of financial procedures with regards to purchase orders, supplier usage and invoicing
11. Any other duties as directed by the Scenic and Activation Designer, Campaign Manager or Head of Marketing.

Specific work capabilities (selection criteria)

- Experience with signage, visual merchandising, 3D design or similar
- Good understanding of signage / print production and systems
- Experience with direct mail and brochure distribution campaigns
- Understanding of the Festival and venues in Perth
- Good interpersonal and negotiation skills with a demonstrated capability in relationship building
- Ability to work to deadlines and in a demanding environment
- Good computing skills
- Ability to analyse market research and other information sources to inform marketing signage and distribution strategies
- Ability to work independently, exercise initiative and work productively as part of a team

Special Requirements

Current, valid C Class Drivers License