

# PERTH FESTIVAL

## About Perth Festival

At the edge of Australia, at the edge of the world, our lifestyle, our environment, our history provides us

**Position Title:** Campaign Coordinator

**Department** Marketing

**Supervisor Title:** Campaign Manager

with a singularly distinctive outlook on how we celebrate creativity and culture — and embrace the very best that humanity has to offer from anywhere on the planet. Every summer since 1953 Perth explodes with music, dance, stories, conversations and laughter. Bright and bold and refreshingly down-to-earth, our Festival is made for locals — but we invite everyone to jump in, and experience art in a different light.

We are uniquely placed to celebrate the oldest living culture in the world by championing rich indigenous traditions and contemporary arts practice.

We build a creative community through arts sector development and diverse audience engagement, which are the heartbeat of the Festival. We collaborate with local institutions, grass roots arts organisations and provide opportunities, skills and jobs for hundreds of people each year.

This Festival and this city share the most dynamic region in the world, the Indian Ocean Rim and East Asian time zone where more than 60% of the world's population lives. The opportunities for artists, producers and presenters to explore creative engagement and international partnerships throughout the region are boundless.

The Festival was born out of the University of Western Australia's annual summer school entertainment nights as a “festival for the people” in response to a changing post-war society hunger for cultural nourishment.

Perth Festival now stands as Australia's premier curated arts festival – and one of the greatest in the world – with a diverse program of international artistic excellence that honours the vision of Festival founder Prof Fred Alexander:

*“Keep up your standards and seek the best that is available to you wherever it may be found; but don't allow the Festival to become the exclusive preserve of the ultra-highbrows who might be tempted to forget that it is primarily a festival for the people of Perth.”*

## About the work area

This high-pressure 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 a broad-ranging marketing strategy and plan that strengthens relationships with existing audiences, attracts new audiences and enhances each individual's Festival experience. Maximising the reach and impact of the Festival are our key drivers.

## Role statement

Under the direction of the Campaign Manager, the Campaign Coordinator is responsible for supporting the Festival marketing campaign including audience development and digital promotions. With an eye for detail and a drive for results you will create high quality communications that compel people to take action with the tone, energy and spirit of our brand.

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## Key responsibilities

1. Support with the day-to-day requirements of the Festival marketing campaign and activity including coordinating meetings, campaign implementation and post campaign analysis.
2. Develop and implement bespoke campaigns for small projects as directed by and in collaboration with the Campaign Manager, to successfully promote content to audiences across all touch points including new and emerging media channels.
3. Liaise with the creative team and other suppliers to ensure timely delivery of materials to brief.
4. Assist in managing relationships with both internal and external stakeholders, including media agencies (if required), artists and production companies.
5. Coordinate and produce creative marketing communications and content, including articles/blogs, campaign showcases and campaign toolkits.
6. Support the marketing team in the delivery of collateral including branding, signage and distribution for the Festival.
7. Ensure that all campaign deliverables and competitions are signed off internally and implemented according to process.
8. Ensure effective management and storage of all campaign assets including promos, radio ads, outdoor/OOH, digital and social assets, image libraries, campaign toolkits and social.
9. Assist with financial processes including invoicing and raising purchase orders.
10. Assist where needed with maintaining the Festival social networking profiles and responding to patron enquiries via online channels (including website and social networks).
11. Any other duties as directed by the Head of Marketing or Campaign Manager.

## Specific work capabilities (selection criteria)

Minimum 3 years experience in a marketing department, advertising agency or marketing role

An understanding of the creative process, and a proven ability to work with external and internal stakeholders including agencies

High level of attention to detail

Experience in website CMS and social networking platforms in a professional context

Proficiency in a range of computing skills and technology, specifically MS Office, photo editing programs, online EDM systems and multi-media platforms

Experience of working within and implementing a strong brand framework.

Well developed written and verbal communication skills

Well developed organisational skills and demonstrated ability to set priorities and to meet deadlines

Ability to work independently, show initiative and work productively as part of a team

Experience with Tessitura is desirable.