

PERTH FESTIVAL

Position Title: Brand Activator
Department Marketing
Supervisor Title: Campaign Manager

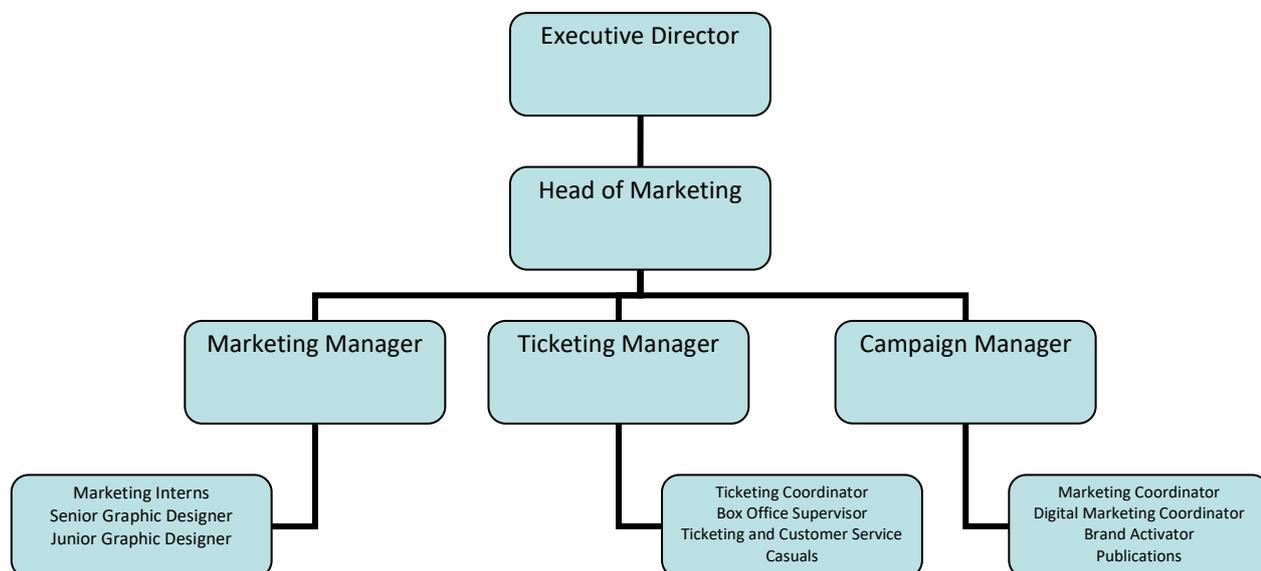
About Perth Festival

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

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.

Organisation chart



Role statement

Under the supervision of the Campaign Manager and in line with the 2020 Artistic Vision, ensure the

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Festival maximises community profile and impact through the creation and installation of innovative and effective signage and distribution solutions.

Key responsibilities

1. Activate the Festival's brand strategy through a range of innovative physical expressions
2. Coordinate all the Festival signage requirements including signage concepts, scheduling, production and installation
3. Ensure all Festival venues and events have appropriate and effective branding and visibility and this is consistently applied across all key venues
4. Ensure presentation of venues is of the highest standard throughout the Festival
5. Work with the Production Department regarding all Festival events and venues to ensure effective directional and information signage is installed in a timely fashion
6. Work with the Development Department to ensure all sponsor signage requirements are met and leveraging opportunities explored
7. Create cross-promotional signage displays at key Festival venues, in line with the Audience Development strategy
8. Manage Signage Assistants / Signage Installation Team throughout the Festival
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 Campaign Manager.

Specific work capabilities (selection criteria)

Experience with signage, visual merchandising, 3D design or similar
Good understanding of brand development and implementation
Good understanding of signage / print production and systems
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