POSITION DESCRIPTION

Position title	**Marketing Coordinator**
Employer	Melbourne International Comedy Festival
Reports to	Marketing & Partnership Director
Full time equivalent	17.6 weeks (see proposed workplan)
Position reports	n/a
Contract duration	7 December 2026 – 23 April 2027

Melbourne International Comedy Festival

Melbourne International Comedy Festival is one of the world's great comedy festivals and one of Australia's largest and most loved cultural events.

Conceived to promote the comedic arts in Australia, Melbourne International Comedy Festival has earned its global reputation through creative, eclectic programming. The organisation is active year-round with national and international touring, educational and artistic development programs complementing the presentation of the annual four-week festival.

The Festival values and encourages inventiveness, diligence and respect for all. Melbourne International Comedy Festival staff contribute as a team to the production of the Festival and have the opportunity for input in a variety of areas. An ability to communicate effectively and collaborate in a way that enables efficient and professional delivery of all aspects of the Festival's operations is essential.

The Melbourne International Comedy Festival is an equal opportunity employer.

Position objectives

The Marketing Coordinator will work as part of the Festival's marketing and partnerships team to develop and implement campaigns to support the Melbourne International Comedy Festival's marketing objectives. In particular, this role is responsible for coordinating the Festival's public-facing and most visible components – its venues, outdoor advertising, signage, uniforms and collateral printing and distribution.

The role will also play a key role in delivering the Festival's EDM and direct marketing campaigns in the lead up to and across the Festival, and support the marketing team in the delivery of various marketing activities to promote Festival produced events.

Key relationships

Internal

- Marketing & Partnership Director, Marketing Manager and marketing team
- Technical Director and production team
- CEO & Festival Director
- Finance, ticketing, producing and venues teams

External

- Contractors and service providers including designers, signage manufacturers, printers, distribution companies and venue operators
- Arts industry peers and promotional partners
- Festival artists and producers

Key Responsibilities

Marketing (signage, print and digital)

- Coordinate the Festival's venue dressing and outdoor signage, liaising with designers and a variety of suppliers to roll out this extensive (and highly visible) campaign. This includes, but is not limited to, liaising with the Festival's operations teams on:
  - branded venue (and box office) dressing and directional signage
  - content for venue digital screens
  - working with the Festival's Production Manager to ensure successful and smooth bump-in, maintenance and bump-out of all signage
  - branded outdoor banners/signage and flags
  - liaising with artist and producers on 'what's on' promotional signage
  - liaising with suppliers and the production team on the installation and maintenance of signage across the Festival.
- Working with the Administration team, deliver the Festival's accreditation process, including all Festival staff passes and participant passes.
- Coordinate the roll out and distribution of all season collateral, including the Program Guide, venue posters and flyers.
- Coordinate production of the Festival's merchandise, including but not limited to tote bags and staff uniforms.
- Support the Partnership Manager in the creation and delivery of partnership signage (including bar menu and signage) and selected marketing deliverables for the Festival's corporate partners.
- As a member of the marketing and partnership team contribute and assist where required across all marketing campaigns and activities.

Advertising (sales and delivery)

- Working with the Marketing & Partnership Director to manage the sales, scheduling and delivery of advertisements on the Festival's venue and info booth digital screens (to Festival participants).
- Coordinate sales, production and delivery for independent venue signage (as required).

EDM & Direct Marketing

- Working with the marketing and partnership team, contribute to the planning and development of the Festival's EDM content calendar.
- Author all Festival-wide EDMs, including copywriting and design (ensuring EDMs are drafted and circulated with sufficient time to accommodate the Festival's internal approval processes).
- Support the Marketing Campaigns Coordinator where required to execute targeted EDM campaigns for Festival presented shows.
- Regularly report on EDM activity, numbers and campaign results in the lead up to and through the Festival period.

Campaigns

- Working with the Marketing & Partnerships Director, and team, to manage and deliver on marketing relationships with Festival venues and ticketing agents, including exploring opportunities to leverage promotions of the Festival through their channels.

- Provide support to Marketing & Partnership Director, and team, as required in the delivery of Festival-wide marketing campaigns.
- Support in the creation of graphic design collateral, including print and digital signage, web banners and digital tiles.

General

- Work with marketing and partnership team in a way that promotes full participation as members of the Festival team, engenders corporate loyalty and builds an understanding of and enthusiasm for the culture of the arts and the needs of artists.
- Provide a warm and welcoming service to our audiences, corporate supporters, colleagues, performers and producers.
- Submit a written report on completion of the contract summarising achievements, challenges, recommendations, data and statistical information and file paths to key documents for the role.
- Represent the Melbourne International Comedy Festival publicly as required including at corporate level and amongst our industry peers.
- Attend office during regular office hours as well as at other times as instructed or required.
- Other duties as reasonably required from time to time by the CEO & Festival Director.

Selection criteria for the position

1. Demonstrated experience coordinating and delivering marketing campaigns, with the ability to manage multiple projects and competing priorities simultaneously (experience in the arts, entertainment and/or festivals highly desirable).
2. High level of organisational skills including development of critical paths, project and timeline management.
3. Strong copywriting skills, demonstrated ability to write creative and effective content and a keen attention to detail.
4. Demonstrated design skills suitable for making basic branded items using Adobe Suite.
5. Experience developing, scheduling and delivering EDM and direct marketing campaigns, with an understanding of audience segmentation and performance reporting.

Personal attributes and desired experience

- Strong communication and collaboration skills.
- Highly organised, with the ability to work efficiently and calmly under pressure in a busy environment.
- A can-do attitude and ability to work effectively with variety of stakeholders.
- Ability to be self-directed, and to take direction and work as part of a team.
- Willingness to work in a festival cycle that involves work outside standard business hours.
- Patience, energy and a sense of humour.

Workplan

Week Beginning	FTE
7/12/2026	0.6
14/12/2026	0.6
21/12/2026	0.6
28/12/2026	0.6
4/1/2027	0.6
11/1/2027	0.6
18/1/2027	0.6
25/1/2027	0.6
1/2/2027	1
8/2/2027	1
15/2/2027	1
22/2/2027	1
1/3/2027	1
8/3/2027	1
15/3/2027	1
22/3/2027	1.2
29/3/2027	1.2
5/4/2027	1.2
12/4/2027	1.2
19/4/2027	1

Initials: _____

INHERENT PHYSICAL REQUIREMENTS

Position Profile
Position: Marketing Coordinator
Primary Actions: Administration, office/workstation/venue-based tasks, moderate hours on feet for venue bump in and signage maintenance Secondary Actions: Manual handling – low to medium frequency and volume
Additional notes (varies depending on position): Stakeholder communication and support, screen-based activities, travelling to multiple venues

Action	Never	Occasional	Frequent	Continually
Sitting			X	
Standing			X	
Walking			X	
Steps or stairs (MICF office and venues)			X	
Squatting or kneeling		X		
Bending or twisting		X		
Working with hands above shoulder height, reaching forwards or sideways		X		
Gripping or grabbing		X		
Fine hand coordination (computer typing)			X	
Eye coordination (computer screen)			X	
Lifting floor to waist, waist to height			X	
Lifting above shoulder height		X		
Carrying			X	
Pushing or Pulling		X		
Shift Work/Long hours			X	
Driving (as part of position)		X		

Risk Management	Description
Training	Adequate training for appropriate lifting techniques
Resources	Information on posture, breaks and exercises
Trolley	To transport medium to heavy items
Portable step ladders	To access shelves above shoulder height
Staff support	Recruit team members to assist manoeuvring an object
Ergonomic support	Options for ergonomic furniture if appropriate