

POSITION DESCRIPTION

Position title	Marketing Campaigns Coordinator
Employer	Melbourne International Comedy Festival
Reports to	Marketing Campaigns Manager
Full time equivalent	11 weeks
Position reports	n/a
Contract duration	See workplan below

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 the presentation of the annual four-week festival complemented by national and international touring, education programs and artistic development activities.

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 Campaigns Coordinator will be responsible for supporting the delivery of campaigns that build audiences and drive ticket sales for Melbourne International Comedy Festival produced events. A particular focus for the role will be on international special guest artists and other ticketed events produced by the Melbourne International Comedy Festival for the Festival season and interstate tours.

The role is responsible for the delivery of various marketing activities to promote Festival produced events, as well as the Festival's extensive advertising schedule (outdoor, print, online and radio) including the coordination of ad production.

Key relationships

Internal

- Marketing Campaigns Manager
- Marketing and partnership team
- Festival Director, Executive Director and Producers
- Director of Touring
- Festival ticketing team

External

- Contractors and service providers, particularly designers and media buyers
- Third party ticketing providers and venues
- Arts industry peers and promotional partners

Key Responsibilities

Campaigns

- Find audiences, sell them tickets.
- Working with the Marketing Campaign Manager, Producers and the marketing and partnership team, provide input into the development of marketing initiatives and strategies for Festival produced artist campaigns and special events for both Festival seasons and interstate tours.
- Initiate, develop and implement promotional ideas for Festival produced events, including, but not limited to, cross-promotions with relevant partners and organisations (and other below the line activities), and exit flyering opportunities to support the Festival's marketing objectives and increase ticket sales for specific international artists.
- Under the direction of the Marketing Campaigns Manager, coordinate the delivery of above the line advertising campaigns for Festival produced artists, interstate tours and other special events (and the Festival broadly), including creation and distribution of outdoor, print, online, social and radio adverts.
- Ensure Meta, Google and other digital advertisement campaign activity is set up, approved and monitored on a daily basis, reporting back to the team and optimizing and adjusting as required.
- Manage analysis and reporting of all campaign activity – adjusting strategies where necessary to improve campaigns and boost specific shows (including monitoring reviews, news, awards etc.).
- Assist in the implementation of creative campaign collateral for international artists, interstate tours and the Festival's special events and industry development initiatives. This includes the in-house creation of assets and, working with the Marketing Campaigns Manager and Festival's graphic designers, on copywriting, editing, proofreading and management of design.
- Contribute to the delivery of the Festival's EDM campaigns for Festival presented shows (including previous ticket buyer and re-targeting communications), working with the marketing team where required.
- Manage the distribution of posters, flyers and venue digital screen advertising for Festival produced artists across the Festival.
- Coordinate exit flyering and other hand-to-hand promotional opportunities for Festival produced event, including working with the Front of House team.
- Support the Marketing Campaigns Manager in the recruitment and management of the Festival's marketing interns.
- Prioritise and balance competing work priorities to ensure internal and external stakeholder approvals are obtained in a timely manner, and the goals identified by the Festival's marketing plan are met.

General

- Work with marketing and partnership team in a way that promotes full participation as member 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.
- Represent the Melbourne International Comedy Festival publicly as required and be a strong and articulate advocate for the Festival's goals.
- 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.
- Attend office during regular office hours as well as at other times as instructed or required. During the busiest time of the year (January to April) considerable weekend and evening work is unavoidable. The salary takes such hours of work into consideration. The salary payable is for the hours of work necessary to fulfill the duties of the position.
- Other duties as reasonably required from time to time by the Festival Director, Executive Director and Marketing & Partnership Director.

Selection criteria for the position

1. Proven ability, and demonstrated experience in, developing and implementing effective marketing strategies particularly related to the promotion of the performing arts and Festivals.
2. Thorough knowledge of the mechanics of marketing live performance including (1) Design, (2) advertising production and placement of outdoor, print and digital ads, (3) below the line and social initiatives and (4) a good general knowledge of local and national media.
3. Excellent written communication skills and experience in design and copywriting.
4. A thorough understanding of ticketing and box office functions.
5. Demonstrated relationship skills working effectively with stakeholders and suppliers.

Personal attributes and desired experience

- Excellent personal presentation and proven high standard of oral and written communication skills.
- Ability to work efficiently and calmly under pressure in a busy environment.
- Ability to deal with variety of stakeholders.
- Willingness 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
27/1/2025	0.6
3/2/2025	0.6
10/2/2025	0.6
17/2/2025	0.6
24/2/2025	1
3/3/2025	1
10/3/2025	1
17/3/2025	1
24/3/2025	1
31/3/2025	1
7/4/2025	1
14/4/2025	1
21/4/2025	0.6

INHERENT PHYSICAL REQUIREMENTS

Position Profile
Position: Marketing Campaigns Coordinator
Primary Actions: Administration, office/workstation/venue-based tasks, moderate hours on feet for event attendance 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