POSITION DESCRIPTION

Position title	**Digital Marketing Coordinator**
Employer	Melbourne International Comedy Festival
Reports to	Social Media and Digital Content Manager
Full time equivalent	21.6 weeks (see proposed workplan)
Position reports	n/a
Contract duration	7 December 2026 – 21 May 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 Digital Marketing Coordinator will work as part of the Festival's Marketing and Partnerships team to deliver online campaigns that support the Melbourne International Comedy Festival's marketing objectives. A social-savvy team member, the Digital Marketing Coordinator will manage and deliver social media activity for the Festival's Development Programs (Class Clowns, Deadly Funny, RAW Comedy, and Up Next). Working closely with the Social Media & Digital Content Manager, the role will also create, publish and monitor content across the Festival's primary social channels, with a particular focus on creating graphic assets and clipping and captioning video content for distribution.

The Digital Marketing Coordinator will also deliver national campaigns, including but not limited to Meta advertising, that drive participation in the Festival's Development Programs and drive ticket sales for heats. The role will play a leading part in managing content on the Festival's website, and will oversee the delivery of paid website advertising.

Key relationships

Internal

- Social Media & Digital Content Manager and the marketing & partnerships team
- Program Manager
- CEO & Festival Director
- Ticketing, finance, technical and venues teams

External

- Contractors and service providers, particularly designers
- Development Program co-presenters
- Arts industry peers and promotional partners
- Festival artists and producers

Initials: _____

Key Responsibilities

Social Media

- Take a leading role in the development and delivery of social campaigns for the Festival's Development Programs: RAW Comedy, Class Clowns, Deadly Funny and Up Next Comedy (Facebook and Instagram).
- Support the Social Media & Digital Content Manager in the delivery of the Festival's content plan across brand channels (Facebook, Instagram, TikTok, YouTube, Threads, LinkedIn and X/Twitter).
- Support in monitoring of all Festival social channels, responding to and escalating community content as required.
- Work with the marketing and partnership team to contribute to the development of social media initiatives and ideas, to influence audiences and deliver impact and reach.
- Coordinate the Festival's photo archive, including uploading the Festival's frequent Facebook/Instagram photo galleries.
- Report and analyse social media activity and content performance, providing insights and recommendations.

Video, Photography & Graphic Design

- Clip, watermark and caption Festival produced video content for distribution across the Festival's social channels and as part of paid campaigns.
- Design and produce marketing content for social media and digital use.
- Assist the Social Media & Digital Content Manager where required in the creation, production and execution of original video and digital content.
- Undertake photography at Festival events as required for social use.

Website

- Play an active role in maintaining and updating the Festival's website, including content planning, development and delivery through the website's CMS.
- With the support of the marketing & partnerships team, deliver curated show lists to help audiences cut through and navigate the program.
- Review all seasonal content across the Festival website, ensuring information is accurate and updated as required.
- Working with the Marketing & Partnership Director, manage the scheduling and delivery of website advertising (for Festival participants and partners).

Campaigns

- Working with the marketing team and Program Managers, deliver the marketing campaigns (with a primary focus on social and digital advertising) for RAW Comedy, Deadly Funny and Class Clowns, with the goal of driving national registrations and ticket sales for heats.
- In consultation with the Marketing Manager, coordinate the delivery of paid social media via Meta Ads Manager, Google and other digital advertising campaigns for the Festival's development programs, Class Cowns, RAW Comedy and Deadly Funny, monitoring and optimising to ensure impact.
- Drive cross promotional opportunities for national Development Program events (including liaising with organisations, online listings and individual influencers) as well as the Festival broadly, with the goal of supporting in driving promotion and attendance at events.
- Support the partnerships team to ensure digital promotional benefits, including social and website promotions, are delivered to a high standard and on time.

General

- 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.
- 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 and Marketing & Partnerships Manager.

Selection criteria for the position

1. Demonstrated experience in managing social media platforms for business purposes, including audience engagement, day-to-day content delivery, analysis and reporting.
2. Fundamental graphic design skills and video editing experience (across the Adobe Suite) – with the ability to create designed content for social media and digital applications comfortably and with quick turnarounds.
3. Experience in scheduling and monitoring paid advertising campaigns via Meta Business Suite.
4. Working knowledge of content management systems, with experience updating and maintaining website content.
5. Experience in delivering effective and creative marketing strategies, particularly related to the promotion of events, performing arts, music and/or festivals.
6. Keen attention to detail and demonstrated ability to write creative and effective content.
7. Strong scheduling and timeline management skills, with the ability to anticipate, recognise and adhere to deadlines.

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	1
11/1/2027	1
18/1/2027	1
25/1/2027	1
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
26/4/2027	0.6
3/5/2027	0.6
10/5/2027	0.6
17/5/2027	0.6

INHERENT PHYSICAL REQUIREMENTS

Position Profile
Position: Digital Marketing Coordinator
Primary Actions: Administration, office/workstation/venue-based tasks, moderate hours on feet for event and venue 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 maneuvering an object
Ergonomic support	Options for ergonomic furniture if appropriate