

POSITION DESCRIPTION

Position title	Marketing Manager
Employer	Melbourne International Comedy Festival
Reports to	Marketing & Partnership Director
Full time equivalent	Full Time
Position reports	Marketing Campaigns Coordinator (short term fixed contract) Marketing Interns (short term engagement)
Contract duration	12-months

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 Festival's Marketing Manager is a key role within the marketing and partnerships team, driving audience engagement, ticket sales and data-driven marketing strategies and systems. Reporting to the Marketing & Partnership Director, and working in close collaboration with the programming team, the role will actively contribute to the development and roll-out of marketing strategies across the organisation, with targeted responsibility for identifying and delivering audiences for Festival produced ticketed seasons and events. These include but are not limited to: Melbourne International Comedy Festival produced international artists (including national tours); Festival-produced special events and programs; and selected Melbourne International Comedy Festival Roadshow seasons.

The Marketing Manager will also take a lead role in the management and delivery of the Festival's CRM, digital marketing systems and websites; overseeing the development and management of the Festival's digital databases to better understand, target and connect with audiences.

Key relationships

Internal

- Festival Director and Executive Director
- Director of Touring, Program Managers
- Marketing & Partnership Director, marketing & partnership team and publicity team
- Ticketing Manager and ticketing team
- Finance, technical, and venues teams

External

- Contractors (media): video and graphic designers, printers and media buyers
- Contractors (data): website designers, marketing campaign platforms, Red61 ticketing provider
- Third party ticketing providers and venues
- Arts industry peers and promotional partners

Key Responsibilities

Festival presented campaigns

- Lead the development and roll out of marketing strategies and campaigns required to deliver strong box office results for Festival produced international artists and special events. Monitor sales, analyse and report on campaign results (tracking ROI), adjust strategies as necessary throughout campaigns, monitor reviews, news, awards etc.
- Maintain accurate and up to date budget projections for all ticketed event marketing campaigns, modify budgets and spends as required and based on emerging sales projections, all in consultation with Director of Touring and relevant Program Managers.
- Initiate, invent, dream up, develop and implement promotional ideas for Festival produced events, including but not limited to, cross-promotions with relevant partners and organisations, social media initiatives and flyering opportunities, to support the Festival's marketing objectives and increase ticket sales for Festival presented shows.
- Lead and oversee the development of all creative campaign collateral (outdoor, print, online, radio) for international artists, interstate tours and the Festival's special events. This includes in-house created assets as well as assets delivered by external designers; copywriting, editing, proofreading and design management with the marketing team and relevant producers.
- Oversee the delivery of advertising campaigns (including creation and trafficking of outdoor, print, online and radio advertising) for Festival presented shows, including individual artist campaigns, interstate/international tours and other special events.
- Oversee the distribution of posters and flyers for Festival presented shows, including individual artist campaigns, interstate/international tours and other special events.
- Lead the strategy and oversight of paid social media advertising, including ad creative and performance optimisation, for Festival produced artists and special events (working in consultation with the Director of Touring and Social Media & Digital Content Manager on any supporting organic activity).
- Manage marketing relationships with interstate/international venues and promoters (e.g. Sydney Opera House, Brisbane Powerhouse, Adelaide Fringe, Sydney Comedy Festival, Perth Comedy Festival, Soho Theatre London, Asian Roadshow partners) to ensure interstate/international marketing campaigns are executed in an effective and timely fashion.

Roadshow

- With the Marketing & Partnership Director, manage the Festival's Roadshow brand, ensuring appropriate use of the brand in various marketplaces, supporting co-presenters with marketing materials where required.
- Develop and execute Roadshow campaigns in Festival produced interstate markets (including but not limited to, Geelong, Hobart, Alice Springs, Caloundra, Perth, Narre Warren).

Festival overarching campaigns

- Support the Marketing & Partnerships Director and marketing team, in the development of marketing and tourism strategies for the Festival broadly; to attract, grow and engage audiences.

- Working with the marketing & partnerships team, contribute to the delivery of generic advertising campaigns (including creation and trafficking of outdoor, print, digital and radio advertising) for the Festival.

Industry development programs

- Working with Program Managers and the marketing & partnerships team, contribute to the development and roll out of marketing strategies to engage participation in the Festival's national development programs: Class Clowns, Deadly Funny and RAW Comedy.
- With the support of the marketing & partnerships team, lead the delivery of the marketing activity to deliver strong audiences and box office for Festival produced RAW Comedy heats across Melbourne and Sydney.

CRM & Digital Marketing Data

- Generate Festival EDMs (when support coordinators are not in place), manage the EDM schedule and content.
- Collaborate with suppliers (particularly Red61, Active Campaign and website developers) to develop the capacity for exploitation of data collection and tracking to grow communication with audiences and increase ticket sales.
- Analyse sales and audience data to inform decisions on campaign activity, engaging existing and developing new audiences.
- Define workflows and implement advanced audience segmentation, targeting and personalisation strategies with the goal of enhancing engagement and ticket sales.
- With the marketing and partnerships team, contribute to the ongoing development of the Festival's websites, including maintaining and updating content on site.

Other

- Recruit and manage a Marketing Campaigns Coordinator (and Marketing Interns) to support in executing campaign activity.
- Liaise with the venues and ticketing teams to ensure staff are well briefed to support where required for hand-to-hand and box office promotion of Festival presented artists and events during the Festival.

General

- Work with marketing & partnership team in a way that promotes full participation as a 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. Seek to maximise the individual potential of staff. Ensure that staff manage their workloads effectively and efficiently and deliver requirements in a timely fashion.
- Provide a warm and welcoming service to our audiences, corporate supporters, colleagues, performers and producers. Develop and maintain effective contacts with relevant Australian and international media and with marketing specialists connected to major international comedy producers, festivals and management organisations.
- 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. 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 fulfil the duties of the position.
- Other duties as reasonably required from time to time by the Festival Director and Executive Director.

Selection criteria for the position

1. Proven ability, and demonstrated experience in, developing and implementing effective marketing strategies that have resulted in strong ticket sales particularly related to the promotion of live events and Festivals.
2. Thorough knowledge of the mechanics of marketing live performance and generating ticket sales including (1) design, (2) advertising production and placement of outdoor, print and digital ads, (3) print and distribution management, (4) a good general knowledge of the media landscape and (5) strategy development, creative and innovative thinking to deliver campaigns that result in strong ticket sales across a broad audience.
3. Excellent written communication skills, creative flair, a keen eye for detail and experience in copywriting and editing.
4. A thorough understanding of CRM, ticketing, data management and exploitation, and box office functions.
5. Experience in managing budgets and monitoring expenditure.
6. Demonstrated relationship skills, and the ability to work 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 a 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.
- Experience in design, and comfort working with Adobe Creative products will be viewed as an advantage.
- Patience, energy and a sense of humour.

Employment is conditional upon agreement to a National Police Record Check.

Melbourne International Comedy Festival

FESTIVAL	
Festival program	<p>Melbourne International Comedy Festival's vision is to deliver Melbourne an international comedy festival that is recognised as one of the largest and most popular comedy events in the world; to inspire and support a flourishing comedy community and to draw enthusiastic audiences to Melbourne as well as engaging with and growing audiences Australia-wide and internationally.</p> <p>Australian and New Zealand artists may participate make up a large percentage of the Melbourne International Comedy Festival program. Approximately 20 percent of the annual program are shows by international artists with increasing numbers of artists from across our region. The Festival curates the international program with some artists presented by the Festival organisation and others by a variety of other presenters.</p> <p>International artists are welcomed in order to showcase the best contemporary international comedy alongside Australian artists – offering Melbourne audiences the best comedy program possible. Some international guests tour to other Australian markets and New Zealand.</p>
Special events	<p>Festival produced special events are presented in significant venues across Melbourne:</p> <ul style="list-style-type: none"> – The Gala supporting Oxfam (broadcast event) – Opening Night Comedy Allstars Supershow (broadcast event) – Upfront – The Great Debate (broadcast event) – RAW Comedy National Grand Final (broadcast event) – Class Clowns National Grand Final – Deadly Funny National Grand Final (broadcast event) – Asian Allstars Gala
Broadcast	The Festival creates a broad roster of digital content for television, radio, social media and streaming services.
Venues strategy	Festival Managed Venues form an important nucleus with more than 40 performance spaces built from the ground up in approximately 11 buildings across Melbourne's CBD (30 to 1500 seats). Melbourne Comedy Festival programs and manages these venues to offer artists accessible venues with appropriate production support and audiences a mix of events representing the wide range of current comedy practice from established and emerging, international and local, small and large scale artists.
Family fun	<p>Melbourne Comedy Festival's free family outdoor program The (Very) Big Laugh Out has proved hugely successful as a showcase for the best Australian and international performers specialising in circus and physical theatre, roving and clowning.</p> <p>The Festival presents the hugely popular ticketed season, Comedy Club for Kids.</p>
Festival Club	Festival Club showcases artists each night of the Festival in a relaxed and social atmosphere for industry and patrons to mix. Late night line-ups, themed events and a fun environment for comics, industry and patrons have proved critical elements to the Festival Club's success.
Awards	<ul style="list-style-type: none"> – Melbourne International Comedy Festival Award for Most Outstanding Show – Golden Gibbo Award (celebrates a local, independent act who bucks trends and pursues their ideas more strongly than any commercial lure) – Best Newcomer Award – Directors' Choice Award – People's Choice Award – Pinder Prize – Piece of Wood Award (comics' choice award) – Funny Tonne (award for aspiring comedy critic)

Accessibility	The Festival's Accessibility Action Plan formalises accessibility initiatives and plans for the Festival's future strategies. The Festival will continue to build on accessibility outcomes with Auslan interpreted performances, improved physical accessibility and information for patrons.
Affordability	Ensuring the Festival remains broadly accessible for all audiences, shows will continue to be encouraged to offer preview prices and Tuesday discounts. The Festival's current average ticket price is \$34.
Major event ticket declaration	Melbourne International Comedy Festival is a declared a major event under the 2009 Major Events Act.

DEVELOPMENT INITIATIVES

RAW Comedy	RAW Comedy criteria is simple – anyone who has earned less than \$750 from performing comedy is eligible to show off their comic prowess on the RAW Comedy stage. Five minutes of new, original comedy material is all it takes – stand-up, sketch, double and triple acts, musical and physical comedy are all welcome. Heats and state finals are held nationally (usually in Melbourne, Geelong, Sydney, Newcastle, Wollongong, Byron Bay, Mullumbimby, Perth, Adelaide, Brisbane, Surfers Paradise, Hobart, Launceston, Darwin, Alice Springs and Canberra) with the Grand Final in Melbourne as part of Melbourne Comedy Festival.
Class Clowns	Class Clowns is Melbourne Comedy Festival's development program for teens around the country that sees professional comedians run comedy workshops in schools and performing arts centres to encourage self-esteem, confidence, drama, comedy and writing skills. Also a comedy competition, Class Clowns national heats are held to find the best emerging talent to battle it out in the National Grand Final during the annual Melbourne International Comedy Festival.
LOL Squad & Up Next Comedy	An extension of the Class Clowns program, LOL Squad and Up Next are delivered in partnership with Arts Centre Melbourne's The Channel. LOL Squad creates original comedy content with Comedy for Screen Workshops and Up Next Comedy is a live comedy room for young people at Arts Centre Melbourne.
Deadly Funny	Deadly Funny is Melbourne Comedy Festival's workshop and mentoring program for Aboriginal and Torres Strait Islander performers. The program aims to increase participation, identify and support emerging Aboriginal and Torres Strait Islander comedians and encourage the career development of established professional comedy performers. Deadly Funny is committed to seeing First Nations comedians as an integral part of the Australian entertainment industry. Heats are held in Adelaide, Perth, Broome, Sydney, Melbourne, Brisbane, Townsville, Canberra, Darwin and Alice Springs with the National Grand Final being held as part of Melbourne Comedy Festival.
The Comedy Zone	The Comedy Zone is an annual showcase of the best talent to emerge from the previous year's RAW Comedy and circuit. Five performers are given the opportunity to take part in their first Melbourne Comedy Festival without any personal financial risk. Melbourne Comedy Festival provides mentors, a director and all venue and marketing costs in order to provide experience to the cast in presentation of a festival season as well as creative development.
Conversations about Comedy	Jeez Louise was born in 2002 to encourage more women to get into comedy, and to support those already there. Conversations about Comedy incorporates Jeez Louise and opens the panel program to a wide variety of interested industry participants.
Light The Way Home	Light The Way Home provides female identifying, trans or non-binary, and other vulnerable performers with a safe way home from comedy venues in or around the Melbourne CBD. At-risk performers can register to join a Melbourne Comedy Festival administered Uber account and access a free ride home when they need it.

TOURING AND INTERNATIONAL RELATIONS	
Touring	Melbourne Comedy Festival Roadshow is the ultimate comedy road trip, touring to approximately 80 communities across Australia with a showcase of the best home-grown and international discoveries and superstars from the Festival.
Asia strategy (outbound)	Melbourne Comedy Festival's Asia engagement strategy aims to showcase Australia as an outward-looking, culturally diverse and innovative nation. Programs nurture emerging comedians and build long-term connections for the Australian comedy industry in these key neighbouring nations.
Asia strategy (inbound)	The Festival presents annual seasons showcasing rising stars and established comedians from across Asia and India. Comedy Zone Asia and Indian Comedy Allstars Showcase are well established and a number of artists go on to participate in group or solo shows as part of the Festival. Shows are performed in Hindi, Hinglish, Mandarin and English.

www.comedyfestival.com.au

INHERENT PHYSICAL REQUIREMENTS

Position Profile
Position: Marketing Manager
Primary Actions: Administration, office/workstation/venue-based tasks, moderate hours on feet for functions and events 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