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| <b>TITLE</b>             | MARKETING COORDINATOR  |
| <b>LOCATION</b>          | 19-21 KENNEDY STREET, CASTLEMAINE VICTORIA                               |
| <b>REPORTS TO</b>        | MARKETING & PARTNERSHIPS MANAGER   |
| <b>EMPLOYMENT PERIOD</b> | 17 AUGUST 2022 – 30 APRIL 2023   |
| <b>CONDITIONS</b>        | 2 DAYS/WEEK AUGUST TO FEBRUARY<br>3 DAYS/WEEK MARCH<br>2 DAYS/WEEK APRIL |
| <b>REMUNERATION</b>      | \$55,000 PRO RATA + SUPER  |
| <b>DOCUMENT DATE</b>     | JULY 2022  |

## **ORGANISATIONAL CONTEXT**

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The Castlemaine State Festival celebrates its 46<sup>th</sup> birthday in 2022, making it one of the longest-running arts organisations in Victoria, the oldest multi-arts festival in Victoria, and one of the most durable festivals in Australia. Since the beginning of the 21<sup>st</sup> century the festival has gone from strength to strength and is currently experiencing its most significant period of growth, change and impact. Under the leadership of Festival Director and Chief Executive, Glyn Roberts, and a capable and cohesive team, accountable to and supported by a strong and experienced Board, the Festival has presented its most successful editions ever.

In parallel to the biennial festival, the organisation has completed stage 1 redevelopment of the Castlemaine Goods Shed and is now operating as the growing creative industries hub, Goods Shed Arts. The organisation is now embarking on stage 2 component of the redevelopment which will take form of a new arts and cultural space created for Castlemaine and the region to enjoy. The Victorian State Government has already committed \$6 million to the initiative and further support is being sought from the Federal Government and major philanthropy.

In the period of adaptation and transformation ahead, we value the contribution and commitment of our hard-working team.

## **POSITION PURPOSE**

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The Marketing Coordinator is responsible for assisting in the implementation of marketing and promotion strategies that maintain a strong ongoing profile and presence for the Castlemaine State Festival (CSF) as an organisation and most critically, the biennial Festival. The Marketing Coordinator is responsible for specific marketing projects and areas of responsibility including, social media, website, eNews and collateral distribution as well as support for other marketing activity as directed by the Marketing & Partnerships Manager.

## **KEY RELATIONSHIPS**

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| Internal | Marketing & Partnerships Manager, Festival Director, General Manager, Patrons Manager, Creative Producer, Production Manager, Board members, contracted festival staff and festival volunteers. |
| External | Contractors, suppliers, media, local government, community stakeholders, artists and ticket buyers.   |

## **RESPONSIBILITIES**

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### **SOCIAL MEDIA, WEBSITE & ENEWS**

- Coordinate content updates for the Festival website.
- Coordinate content for regular social media posts.

- Manage online and social media reporting tools – Google Analytics, etc.
- Coordinate content, distribution, contact lists and monitor analysis of eNews.

## **MARKETING COLLATERAL**

- Assist with the development of a schedule for all Festival related marketing collateral.
- Coordinate distribution of the Festival's printed program and other collateral, including street distribution, direct mail and stakeholder allocation.

## **ADDITIONAL SUPPORT**

Support the Marketing & Partnerships Manager as required in the following areas for the Festival:

- Development and delivery of the program launch.
- Implementation of event signage.
- Coordination of advertising.
- Roll out of a cooperative (affiliate companies, orgs and venues) marketing plan.
- Coordination and archiving of photographic and video documentation.
- Delivery of marketing and promotion benefits for all Festival partners.

## **ORGANISATIONAL RESPONSIBILITIES**

- Communicate and act in ways that are consistent with CSF's organisation's values.
- Support and promote the work of the organisation, maintaining a positive image of the organisation.
- Apply and uphold the principles of a respectful, inclusive, and diverse workplace, free from discrimination, harassment, or bullying.

## **POLICIES AND PROCEDURES**

- Adhere to, and comply with organisational policies, processes, and procedures, using appropriate systems where required.
- Model the organisation's values, play a role in raising the profile of these values and associated behaviours across the organisation.
- Demonstrate a strong commitment to a quality culture, implementing standards of excellence and a continuous improvement business focus.
- Support and promote a strong safety culture by ensuring all work activities are performed in compliance with the organisation's Work Health and Safety Policy.

## **SELECTION CRITERIA**

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### **ESSENTIAL**

- Experience working collaboratively and as part of a team environment
- At least two years professional experience in a marketing role, or in a profession that you can demonstrate has clear transferrable skills.
- Ability to communicate confidently, convincingly and effectively with a wide variety of stakeholders in various settings, verbally and in writing.
- Excellent attention to detail and proofing skills.
- Demonstrated experience in cultivating and maintaining internal and external stakeholder relationships.
- Demonstrated capacity to effectively plan and meet deadlines.
- Sound knowledge of the Australian arts sectors and familiarity with marketing, advertising, promotional and development processes.
- Competent with technology generally, proficiency in all social media platforms, website, e-news platforms, etc.

## PERSONAL ATTRIBUTES

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- Leadership – Demonstrate a commitment to organisational priorities and values, take personal responsibility, delegate appropriately, adhere to organisational policies and procedures and uphold confidential information.
- People management and teamwork – Approach all staff, volunteers and contractors with respect and consideration, collaborate effectively, and encourage continuous learning.
- Problem solving & decision-making – Embrace flexibility and lateral thinking, facilitate solutions and make decisions based on an understanding of the relevant issues, factual information and logical assumptions.
- Influencing – Seek to secure support and commitment from colleagues through the clear articulation of ideas and opinions and open dialogue, supported where possible by factual information.
- Communication – Actively contribute to a positive and effective work environment through open and inclusive planning, continuous information sharing and transparent work processes.
- Customer Service – Be accessible to colleagues and stakeholders, work to understand their needs, negotiate outcomes that are acceptable to both parties and deliver as agreed.

## TERMS

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- The position has an 8-month contract period.
- The position is based at Castlemaine State Festival office at the Castlemaine Goods Shed.
- Flexible availability is required in the immediate lead up to and Festival period 24 March – 9 April 2021.
- Castlemaine State Festival is an EEO employer.

## APPLICATION

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- Your application should include a cover letter responding specifically to the Selection Criteria and your most recent CV with contact details of 3 referees.
- Deadline for applications is **9am on Monday 15 August 2022**.
- Email applications to Jess Grant on [jess@castlemainefestival.com.au](mailto:jess@castlemainefestival.com.au) with Marketing Coordinator Application as the subject.

**For enquiries, please contact Krista Horbatiuk, General Manager, on 03 5472 3733.**