

WOMADelaide

- THE WORLD'S FESTIVAL -

JOB AND PERSON SPECIFICATIONS

Title of Position:	Marketing Coordinator – Content and Digital
Responsible to:	Marketing Manager Digital Marketing + Content Manager
Salary Range:	\$46.8K pro rata + super
Position:	4 days/week commencing 30 September 2019 5 days/week from 20 January 2020 3 days/week from 16 March 2020
Contract Term:	30 September 2019 to 3 April 2020 (6 months).

WOMADelaide is a multiple award-winning, four-day music, arts and dance festival held every March in Adelaide's Botanic Park. The festival attracts yearly attendances of around 90,000 people, with a significant percentage of interstate and overseas visitation. Established in 1992, WOMADelaide's programming champions creative and cultural diversity and generally features over 500 artists from 30+ different countries. The event manager, Arts Projects Australia (APA), is an independent producer and event management company that works collaboratively on a range of events and performing arts projects and tours.

POSITION SUMMARY

We are looking for a creative, energetic and motivated individual with a keen interest in music and the arts to work alongside the Marketing and Publicity team to develop and coordinate marketing activities, with a focus on social media administration, digital marketing strategy and content creation. The role will encompass activities for WOMADelaide 2020 as well as other related APA touring projects as required. Some out of hours work is required over the festival period.

JOB SPECIFICATIONS

Duties include, but not limited to:

- Assist the development and implementation of digital marketing strategies
- Creating, editing, and publishing creative content across WOMADelaide and APA owned channels
- Execute content plans in consideration of emerging trends, industry best practice, and a changing digital landscape
- Create consistent storytelling across digital touchpoints, supporting major announcements, PR campaigns and associated relevant stakeholder activity
- Assist with copywriting and proofing of marketing materials
- Assist with the general marketing administration duties of a small office
- Identify opportunities to grow our online audience through leveraging of festival stakeholders and collaboration with sponsors

Friday 6 – Monday 9 March 2020 • Botanic Park • Adelaide

PRODUCED BY WOMADELAIDE FOUNDATION LTD ABN 55 106 584 230 ACN 106 584 230 & MANAGED BY ARTS PROJECTS AUSTRALIA & WOMAD LTD
12 King William Road, Unley SA 5061 T + 61 8 8271 1488 E info@womadelaide.com.au W womadelaide.com.au

The WOMADelaide Foundation is a non-profit body established to present the annual WOMADelaide Festival and is registered on the Commonwealth Government's Register of Cultural Organisations.

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- Assist delivery of EDM campaigns and database management
- Work with the festival graphic designer to manipulate branded assets for digital use, and to produce assets in-house for online advertising and promotional placements
- Design and produce other small in-house marketing collateral (e.g. invites, etc)
- Assist with general event and onsite content creation and marketing functions as directed.

KEY SKILLS & ATTRIBUTES

- A love for music, the arts, and the events industry, and the confidence to communicate with authority on a diverse range of artforms
- Experience using social media platforms (including Facebook Business Manager) in a fast-paced, culturally informed environment
- Experience developing compelling content for social platforms
- High level of attention to detail with strong written communication skills, and the ability to relate to different audiences
- An understanding of arts marketing and audience development
- Highly organised with excellent time management skills and the ability to work to deadlines
- An ability to enthusiastically contribute to a small team
- Proficiency in Adobe Creative apps (Photoshop, InDesign, Illustrator) & Premiere Pro and/or other editing software, with creative design skills to manipulate brand assets.

HIGHLY DESIRABLE

- Video production and editing skills. Animation and motion design graphic skills
- Experience in website administration and CMS usage
- Understanding of data and audience management, knowledge of Google Tag Manager, Analytics etc.
- A growth hacking mindset for social media

LOCATION

Position will be based at the WOMADelaide / APA offices, 12 King William Road, Unley SA 5061, plus onsite at festival and event spaces.

TO APPLY

For more information, please contact kevin@womadelaide.com.au, expressions of interest will be confidential. To apply please **email short cover letter and CV by COB Monday 16 September** to the same above.

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