

POSITION DESCRIPTION

Date : July 08

Approved by:



**ADELAIDE
FESTIVAL CENTRE**

Position Title:	Marketing Coordinator
Department:	Marketing & Corporate Relations
Classification / Level:	CO3 (\$41,471-\$43,673)
Contract Tenure:	12 months full time
Reports to:	Senior Marketing Executive
Direct reports:	Nil
Significant working relationships:	<ul style="list-style-type: none"> • Marketing team • Manager Marketing & Corporate Relations • Creative Programs • Festival teams • Corporate contacts • Government • Media • Tourism • Arts industries
Decision Making / Purchasing Authority:	<ul style="list-style-type: none"> • Able to make day-to-day decisions within framework of role. • Must obtain Management Approval for all purchases prior to commissioning
Special Conditions:	Some after hours work will be required from time to time. Regular attendance at performances and events.

Information on Adelaide Festival Centre	The Adelaide Festival Centre is central to the Arts in South Australia and an integral part of community life in the State. The AFC welcomes the community, artists and companies and provides arts leadership in SA. We celebrate and showcase Australian artistic achievements, develop them for a world audience and bring stimulating ideas and projects to our state.
Department Overview	The objectives of the Marketing & Corporate Relations Department are to: <ul style="list-style-type: none"> ◇ maximise the public's perception of the accessibility of the AFC; ◇ maximise the cost effectiveness of the AFC's marketing activities; ◇ maximise positive media perceptions of the AFC and its activities; ◇ increase sales of the AFC's programming and revenue generating activities.

Summary of Key Purpose:	To coordinate the marketing campaign for Adelaide Festival Centre presents programs, those that we co-present, those that we do in association, and other events as required. This will require coordination of projects associated with the four Adelaide Festival Centre festivals, (year-long festival, Adelaide Cabaret Festival, Adelaide International Guitar Festival and OzAsia Festival) and other events/activities including Visual Arts exhibitions, Performing Arts Collection exhibitions, Sundays, CentreEd (the Festival Centre's Education program) and multicultural programming events at the Festival Centre.
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Key Result Area / Accountabilities: (This position will:)	KPI / Measurement: (How this will be measured:)
Coordinate marketing campaigns Adelaide Festival Centre presents programs, those that we co-present, those that we do in association, and other events as required. This will require coordination of projects associated with the four Adelaide Festival Centre festivals, (year-long festival, Adelaide Cabaret Festival, Adelaide International Guitar Festival and OzAsia Festival) and other events/activities including Visual Arts exhibitions, Performing Arts Collection exhibitions, Sundays, CentreEd (the Festival Centre's Education program) and multicultural programming events at the Festival Centre.	Marketing campaigns are coordinated effectively and efficiently within deadlines and budgets and to satisfaction of Marketing Executives and other staff involved in campaigns.
Coordinate all aspects of marketing campaigns including brochures, advertisements, websites, newsletters (including Email newsletters), signage, sales (and reports), posters, flyers and letters.	Marketing campaigns deliver increased sales.
Coordinate budgets associated with marketing campaigns.	Marketing campaigns are conducted within budgets while meeting deadlines.
Coordinate media bookings in consultation with Marketing Executives.	Media bookings are made and fulfilled to satisfaction of Marketing Executives.
Maintain records and lists relevant to campaigns and events	Records and lists are kept up to date.
Develop and maintain new audiences for the Adelaide Festival Centre eg group bookers, younger audiences, students etc.	New audiences are developed and maintained so that percentages of new audiences for each event increase.
Coordinate relevant market research activities so that we learn more about existing and potential audiences..	Market research that informs Marketing Executives is coordinated effectively and efficiently.
Coordinate events to reach and engage with target audiences.	Events are coordinated effectively and efficiently to meet objectives of the events (to communicate key messages, sell tickets etc).
Coordinate databases of audiences and advocates.	Databases are kept correct and up to date so they can be used effectively for marketing.
Other projects as directed	Project work carried out efficiently within agreed timeframes.
Comply with OHSW policies and procedures and provide input into OHS strategies within the workplace.	OHSW policies and procedures are followed and understanding is demonstrated.

Corporate Values:

Value:	Detail:	Measurement:
1. We believe in the arts.	1. They are essential for a vibrant and healthy community. We provide an important service to the public.	1. Demonstrated passion for the arts
2. We are a leader in the arts.	2. We are proud of the leadership role we play in the arts.	2. Contribute to the promotion and achievement of the centre
3. We value our customers.	3. They are critical to our success. We respect, listen to and work with our customers and the community.	3. Demonstrated ability to provide outstanding customer service to both internal and external customers.
4. We achieve through teamwork.	4. By working as a team within the centre and actively seeking partnerships with other companies our achievements will be strengthened.	4. Strong commitment to teamwork and the ability to positively contribute to a cohesive team environment.
5. We support and value our employees.	5. It is integral to our success that employees feel supported, valued and acknowledged.	5. Demonstrated respect and professional behavior to all staff.
6. We believe in growth through improvement	6. Learning about new ways to improve our work will benefit the Centre and the community.	6. Demonstrated ability to review and improve the tasks and functions we undertake.

Key Competencies:	Requirement (essential / highly desirable/ desirable)
Qualifications / Education	Qualification / Education
Tertiary qualifications in marketing and/or communications or currently completing similarly relevant qualification	<i>Essential</i>
Knowledge/Skills/Abilities	Knowledge/Skills/Abilities
Relevant experience in marketing, promotions and/or communications in a fast paced working environment.	<i>Essential</i>
Previous experience coordinating all aspects of a marketing campaign including brochures, advertisements, websites, newsletters (including email newsletters), signage, posters, flyers and letters.	<i>Essential</i>
Ability to track budgets associated with marketing campaigns	<i>Essential</i>
Previous experience coordinating media bookings	<i>Essential</i>
Excellent communication, interpersonal, written & administrative skills	<i>Essential</i>
A consultative team building style with the ability to accept responsibility for making decisions	<i>Essential</i>
Problem-solving skills	<i>Essential</i>
Sound time management skills	<i>Essential</i>
Ability to think laterally	<i>Essential</i>
Ability to work autonomously and within a team environment	<i>Essential</i>
Experienced with MS Office suite of products (Word, Excel)	<i>Essential</i>
Database experience	<i>Highly desirable</i>
Sound market research skills with the ability to provide assistance with translating results into the development of new audiences	<i>Highly desirable</i>
Event coordination experience	<i>Highly desirable</i>
A passion for and a strong understanding of the arts/entertainment industry	<i>Highly desirable</i>

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Signature of Incumbent:

Date:.....

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Signature of Manager:

Date:.....