

Position Title:	Community Engagement Coordinator
Division:	Marketing
Department:	Marketing
Classification / Level:	P&A6
Ordinary working hours & days:	Normal business hours Monday to Friday or as agreed with the Manager.
Reporting to:	Head of Department Marketing
Positions reporting to this role:	N/A
Significant working relationships:	<ul style="list-style-type: none"> • Marketing team • Digital team • Publicity and Communications team • Programming team • Development team • Ticketing • Design Studio • External customers and stakeholders including patrons, government officials, funding bodies • Artists, producers, directors, agents, managers, performing companies
Delegations:	Within agreed delegation limits.
Special Conditions:	Some out-of-hour work will be required from time to time. Regular attendance at productions and sponsor functions.
Information on Adelaide Festival Centre	Adelaide Festival Centre (AFC) 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	<p>The objectives of the Marketing Department are to:</p> <p>Increase revenue through promotion and marketing of AFC products and events.</p> <p>Grow public participation at events;</p> <p>Increase market share within the arts sector in SA;</p> <p>Ensure the AFC brand is maintained and awareness is improved for all AFC products and events</p>

Summary of Key Purpose:	To successfully manage the end-to-end strategic planning, execution and evaluation for Adelaide Festival Centre's community engagement and audience development campaigns targeting CALD (culturally and linguistically diverse) audiences and support engagement with other underrepresented audiences, including disability, First Nations and LGBTQIA+ communities.
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Key Result Area / Accountabilities:	
Sales & Marketing:	
Under the direction of the Head of Marketing and Marketing Executives, develop and implement campaign strategies to engage culturally and linguistically diverse (CALD) and other underrepresented communities, above the line and below the line, in consultation with Marketing, Publicity, Digital, Ticketing, Programming and Development teams.	
Under the direction of the Head of Marketing and Marketing Executives, liaise and negotiate with community groups and leaders, including OzAsia Festival Ambassadors, on promotional and engagement strategies, ensuring all outcomes meet community group and AFC requirements and are approved prior to implementing.	
Under the direction of the Head of Marketing and Marketing Executives, develop and implement strategies to engage underrepresented community groups.	
Under the direction of the Head of Marketing and Marketing Executives, deliver cost effective campaigns which are aligned to particular community projects and which engage both existing and new audiences from CALD and underrepresented communities.	
In adherence to the SA Government's Communications protocols, ensure all necessary communications approvals are sought in a timely and efficient manner.	
With assistance from the Marketing and Digital teams, develop, implement and manage database activities including the preparation of mailing lists	
Under the direction of the Head of Marketing and Marketing Executives work closely with the Design Studio team to devise a creative campaign approach for CALD specific assets.	
Ensure digital marketing initiatives are aligned to AFC's brand platform, positioning and identity.	
Under the direction of the Head of Marketing and Marketing Executives assist in meeting sales targets and increasing campaign effectiveness with particular reference to CALD communities.	
Media:	
Assist with developing and maintaining relationships and communication processes with media partners and under direction of the Head of Marketing and Marketing Executives work with the Publicity Teams on maximising opportunities for Media and AFC.	
Market Research:	
Develop, maintain and report on market research activity via ticketing systems and other customer feedback mechanisms.	
Assist with identifying and targeting new market segments and commercial marketing opportunities and develop proposals to realise potential.	
Promotions and Special Events:	
Assist with identifying and developing opportunities for specific strategic promotions and cross-promotions for specific AFC community engagement projects and campaigns programs, activities, offerings and events.	

Identify opportunities for marketing partnerships to engage stakeholders, sponsors, suppliers and other external parties including precinct partners to increase awareness of our activities and ultimately engagement and ticket sales

General:
Provide outstanding customer service on a daily basis by demonstrating respect, listening to and working with our customers, both internal and external, to achieve positive outcomes, where possible, for all involved.
Comply with all AFCT policies & procedures not limited to WH&S and Records Management.
Undertake basic EBMS training upon commencing in this position.
Access and interpret data in EBMS as required by the job function.
At all times behave in a manner which is conducive to the values and expected behaviours at the Festival Centre and which complies with the standards.
Perform any other duties as directed by Manager within level of skills, experience and competence.
Work Health & Safety Responsibilities (WHS)
Care for your own and others' health and safety.
Comply with any reasonable instruction from the department, so far as you are reasonably able.
Cooperate with all reasonable departmental policies and procedures.
Comply with the WHS legislation.
Wear and maintain Personal Protective Equipment (PPE) as directed.
Use other safety and emergency equipment provided in the workplace.
Assist with and conduct risk assessments.
Report a hazard, incident, injury or illness arising from workplace activities within 24 hours.
Implement WHS policies, procedures and safe systems of work.

Key Competencies:	Requirement
Qualifications / Education	Qualification / Education
Tertiary qualifications in marketing or similar.	Highly Desirable
Knowledge/Skills/Abilities	Knowledge/Skills/Abilities
Excellent communication and interpersonal skills.	Essential
Demonstrated experience in a marketing campaign management role	Essential
Experience in CALD inclusive marketing campaigns and community engagement	Essential
Sound negotiating skills.	Essential
Market research skills.	Essential
A consultative team-building style with the ability to accept responsibility for making decisions.	Essential
Lateral thinking and problem-solving skills.	Essential
Ability to prioritise workloads to meet strict deadlines.	Essential
Ability to meet tight deadlines	Essential
Proactive, enthusiastic, results-orientated focus.	Essential
High degree of computer literacy including database manipulation and reporting skills	Essential
Ability to establish and maintain successful working relationships with a wide range of diverse people, both internal and external to the organisation	Essential
A strong commitment to the delivery of excellent customer service.	Essential
Utmost confidentiality and discretion	Essential
Positive, proactive and enthusiastic with a desire to contribute to a happy, healthy work environment	Essential
Flexible and adaptable	Essential
A passion for and high-level understanding of and interest in the arts/entertainment industry, particularly contemporary art by Asian/Asian Australian artists/companies, and/or Asian popular culture	Highly desirable
Previous experience working with Asian and/or Asian Australian artists/companies	Highly desirable
An understanding of issues pertaining to representation and cultural diversity in the arts/entertainment industry in Australia	Highly desirable

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Signature of Incumbent:

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Date:

