



# Marketing & Communications Manager

## Position Description

### ABOUT MELBOURNE FRINGE.

Through arts participation, Melbourne Fringe sparks artistic, cultural and personal discovery for Melbourne and its citizens.

We celebrate cultural democracy: the idea of art for anyone. Our open access programs, our civic art works and our artist development initiatives are the keys to us achieving our vision. We embrace risk by relinquishing control because we are owned – wholly and joyfully and completely – by our participants.

Our 18-day annual open access festival in September showcases work from the margins and creates artistic frameworks that empower the individual and privilege difference. We maximise participation for all people, regardless of experience, age, gender, race, sexuality, culture, ability or political persuasion. Freedom of expression is fundamental to our work, and our festival transcends conventional viewpoints of talent, content or priority to allow anyone to make and present work. That's why Melbourne Fringe is the most adventurous, inclusive, all-encompassing multi-artform festival in Australia.

We provide platforms for work in every artform, across the blurry edges in between, and at the frontiers of what we might call art. The festival is a celebration of our values and our community, and it provides an opportunity to create and to play in unusual circumstances and with surprising outcomes.

Our commitment to cultural democracy uncovers talent, extends artistic practice, enables free expression, empowers individual choice and encourages artistic risk-taking. Melbourne Fringe creates a culturally engaged citizenship that celebrates new ideas, re-discovers aspects of itself and of our city so as to see the world anew.

### VALUES.

Bravery / Collaboration / Diversity / Inclusivity / Independence

### GOALS.

**INSPIRATION:** To create a festival context that enables new and surprising experiences, celebrating discovery, difference, and Melbourne itself.

**PARTICIPATION:** To facilitate engaged participation in the arts, supporting freedom of artistic expression and inclusiveness of our population.

**INCUBATION:** To strengthen the independent arts, developing artists' skills and providing platforms for the advancement and recognition of their work.

**EVOLUTION:** To enable the development of our organisation, maximising our impact and reach through strategic partnerships and operational excellence.

## THE ROLE.

<b>Position</b>	<b>Marketing and Communications Manager</b>
<b>Reporting to</b>	Head of Marketing and Development
<b>Direct Reports</b>	N/A
<b>Lateral Relationships</b>	Works closely with Marketing and Development Coordinator. Works collaboratively with all Melbourne Fringe Festival Staff, interns and volunteers.
<b>Stakeholder Relationships</b>	Works closely with contract service providers (publicity, web design, graphic design, ticketing). Also liaises with Sponsors, Artists & Festival Participants.
<b>Position type</b>	Full time, 12 month contract.

## POSITION SUMMARY.

The Marketing & Communications Manager is responsible for delivering Melbourne Fringe's marketing and audience development programs, as well as ensuring strong and clear stakeholder relationships to ensure the advancement of Melbourne Fringe's key objectives.

The Marketing & Communications Manager creates and implements strategies to best support the realisation of the artistic vision of Melbourne Fringe: a celebration of cultural democracy. S/he works to diversify sources of income for the organisation and acts to celebrate and support the work of Fringe artists.

The role ensures effective marketing and audience development strategies are delivered, building the brand and reputation of the organisation. Through the implementation of effective campaigns, and by fostering strong relationships with key stakeholders, the Marketing & Communications Manager acts to grow support of Melbourne Fringe.

The position works as part of the Marketing and Development team, which is responsible for driving diverse revenue streams and building and communicating Melbourne Fringe's programs including the open access Independent Program, the Fringe Hub and Festival Club, the Creative program made by Melbourne Fringe, and Artist Development Programs, as well as supporting the Trades Hall Venue.

## KEY DUTIES AND RESPONSIBILITIES.

### Marketing and Communications

- Deliver the Melbourne Fringe marketing strategy, including marketing campaigns for festival registrations, ticket sales, membership, advertising according to agreed budgets.
- Contribute to the development of innovative marketing concepts and projects using a range of traditional and non-traditional marketing channels
- Deliver all organisational and festival collateral including the annual Festival Program, Festival signage, EDMs, and management and maintenance of the website and digital media.
- Coordinate documentation, content creation and distribution.
- Manage major marketing projects and events as part of the Festival marketing campaign
- Work collaboratively with key service providers, including publicist, graphic designer, web agency, creative agency.
- Write creative and engaging copy for communications with audiences, including developing exciting and engaging content for social media.
- Ensure Melbourne Fringe brand and values are maintained in all marketing activities

### Partnerships

- In collaboration with the Head of Marketing and Development, research prospective corporate partners and assist in the preparation of corporate partnership proposals.
- Manage marketing-based cash and in-kind corporate partnerships, ensuring all contracted deliverables are achieved.
- Create and deliver activation packages of benefits for partners and sponsors
- Implement the organisation's partnership matrix that outlines recognition sponsors receive for different contributions to Melbourne Fringe.

### **Philanthropy, Government Funding**

- Deliver strong, exciting and customised communications for key philanthropic and government stakeholders.
- Contribute to the delivery of donation campaigns and events for private donors.

### **Research & Reporting**

- Deliver audience research and development program annually.
- Prepare detailed reports analysing the outcomes of all marketing and development campaigns.
- Prepare and present applications, evaluations and acquittals to sponsors, partners, funders and donors as required.

### **Audience Development**

- Ensure all key contacts are updated in Melbourne Fringe's CRM system
- Deliver audience development strategy, ensuring diversity is prioritised in artist recruitment and festival audiences and ensuring best practice accessibility standards are upheld.
- Adhere to the Melbourne Fringe environmental sustainability, diversity and disability action policies
- Ensure that Melbourne Fringe is a welcoming and accessible space for artists, communities, audiences, program participants and visitors.

### **Independent Program**

- Support Artist Services of the highest calibre by providing high level support and timely information to artists in the Melbourne Fringe Festival
- Support current and potential Melbourne Fringe Festival venues to build positive two-way relationships and maximise opportunities for artists
- Actively work to develop programs encouraging diversity, social and cultural inclusion, including ensuring our access and outreach action plans are up-to-date, relevant and sector leading.

### **General**

- Support an organisational value of innovation and encourage appreciation within the organisation of the need for high levels of customer service.
- Engage fully in the Melbourne Fringe Festival, which by the nature of the Festival means extended hours and expanded duties during the festival period.
- Attend where required festivals, events, shows, exhibitions, industry gatherings and philanthropic activities and events throughout the year.
- Undertake a detailed self-led professional development program devised according to the Melbourne Fringe staff development framework.
- Fulfil all legal requirements related by program activities.
- Other duties as directed by the Head of Marketing and Development.

### **Key Selection Criteria**

- Passion for the work of Melbourne Fringe

- Working knowledge of arts marketing, including the capacity to create effective marketing and communications campaigns.
- Exceptional written communication and stakeholder management skills, with the ability to communicate clearly, concisely and persuasively for specific audience groups.
- Resilience and ability to work effectively under pressure.
- Sense of humour

### **Inherent Physical Requirements**

The physical requirements of your position are consistent with those of a Marketing or Development Manager in a major festival. You agree to advise the company of any pre-existing injuries or conditions that may arise that might inhibit you in the physical requirements of the position.

### **About Role Statements**

As Melbourne Fringe evolves to meet the changing needs of the Festival environment, the roles required of all its staff will evolve. As such, staff should be aware that this document is not intended to represent the role that the incumbent will perform in perpetuity. This role statement is intended to provide an overall view of the role as at the date of this statement.

Melbourne Fringe is an Equal Opportunity Employer who values diversity in the workplace. As such, we encourage applications from women, people with diverse cultural backgrounds, First Peoples and it is our policy to consider reasonable adjustments for qualified applicants with disabilities. Melbourne Fringe is an LGBTIQ friendly organisation.