



Marketing Coordinator (Access Fringe)

Position Description

Position	Marketing Coordinator (Access Fringe)
Reporting to	Head of Audience & Digital
Position type	Seasonal Fixed Term 70 Day Contract 0.8 FTE
Salary	\$65,000 pro rata per annum + superannuation
Direct Reports	0
Financial Delegation	1000
Location	Carlton (with some remote work / work from home as negotiated)
Date of Preparation	27 May 2025

Position Purpose

The Marketing Coordinator (Access Fringe) plays a key role in ensuring Melbourne Fringe's marketing and communications are inclusive, representative, and engaging for d/Deaf and Disabled people. This role supports the delivery of the Accessible Marketing Strategy, audience development initiatives, and inclusive content creation — helping to amplify d/Deaf and Disabled artists and connect more people with the transformative power of the arts.

Role Summary

The Marketing Coordinator (Access Fringe) works across digital communications, outreach, and inclusive marketing to develop and support audience engagement strategies for d/Deaf and Disabled communities. You'll collaborate with the Head of Audience and Digital, and the Access Team to ensure access is embedded across platforms, messaging, and audience development. This role champions inclusive practices in everything from data segmentation to social content and signage logistics — building trusted relationships with key stakeholders while helping us meet access standards across digital platforms. You'll also support targeted advertising, content creation, and the promotion of d/Deaf and Disabled artists and organisations. Perfect for someone who understands the power of access, values intersectional representation, and is passionate about inclusive storytelling in the arts.

About Melbourne Fringe

Melbourne Fringe democratises the arts. Our vision is cultural democracy — empowering anyone to realise their right to creative expression. We support the development and presentation of artworks by, with and for Melbourne's people, running the annual Melbourne Fringe Festival, the year-round venue Fringe Common Rooms at Trades Hall, and a range of arts sector leadership programs. We believe that access to the arts and creative expression are fundamental rights of our citizenship and vital to a creative, healthy, cohesive society.

Our Work Culture

Melbourne Fringe is a forward-thinking, creative and inclusive organisation. Our dreaming is out of the box, our work ethic is strong, and we don't let our limited resources stop us from making seemingly impossible things happen. We believe that great work is made by people who enjoy what they do. We are proud to have a diverse workplace that celebrates difference and encourages people to bring their whole selves to work with pride.

Fringe is a values-driven workplace characterised by big-picture thinking, optimism and playfulness. We have a reputation as a hard-working, caring, energetic, fast-paced workplace that values our people and their health and which brings them together socially for lunch, events and fun times.

You're the right fit for Melbourne Fringe if you are:

- Passionate about creativity and cultural equity
- Willing to support anyone to participate in the arts, regardless of their experience, age, gender, ability, sexuality, cultural background or artistic practice
- Excited by the challenge of making ambitious things happen on limited budgets
- Ready for personal and professional learning and continual improvement
- Into a collaborative and social work culture

Benefits of Working at Melbourne Fringe

Melbourne Fringe employees enjoy:

- A flexible work environment including regular work-from-home options (every Thursday, every second Tuesday, and at other times by negotiation)
- A glorious "no meetings" day every week
- Four Weeks' Accrued Annual Leave, with any unused leave paid out at the conclusion of your contract
- Best practice special leave entitlements including parental leave of up to 12 weeks' paid leave, and generous personal leave policies that cover physical and mental health, gender affirmation leave, cultural leave, menstrual and menopause leave and disability leave.
- An Employee Assistance Program counselling service

Marketing Coordinator (Access Fringe)

Here's a list of things you'll be responsible for:

Accessible Marketing Strategy & Community Engagement

- Support the development and implementation of Melbourne Fringe's Accessible Marketing Strategy.
- Build and maintain relationships with d/Deaf and Disability-led organisations, community groups and inclusive ensembles.
- Generate and update internal guidelines around digital accessibility including alt text, image and video descriptions and captioning.
- Engage in cross-promotional activity with disability-led partners.
- Actively promote the work of d/Deaf and Disabled artists across campaigns and content channels.
- Assist the Access Fringe Volunteer Coordinator, Program Manager (Access Fringe), Access Advisor and Access Advisory Committee with outreach and access-led initiatives.
- Segment data and help deliver personalised and accessible communications to d/Deaf and Disabled audiences.

Digital Accessibility & Inclusive Content

- Manage a full accessibility audit of Melbourne Fringe's digital platforms, working with internal teams to identify improvements.
- Assist with regular website accessibility checks to ensure compliance with current accessibility standards.
- Guide the team on accessible social media practices and support inclusive community management across inboxes and comments.
- Assist with targeted Meta advertising campaigns aimed at increasing engagement from d/Deaf and Disabled communities.
- Create and update website content and visuals in line with accessible and inclusive content guidelines.

Digital Support & Content Creation

- Assist with artist, venue and partner advertising bookings and implementation.
- Support the creation and scheduling of organic social content in line with Campaign Content Plans.
- Monitor and respond to social media interactions to ensure inclusive, timely engagement.
- Support invitations and RSVP processes for special events, including access needs tracking.

Documentation, Signage & Logistics

- Assist the delivery of the organisation's documentation schedule, including coordinating photoshoots and photographic consent.
- Support content capture and archival processes throughout the Festival period.
- Assist with the creation and delivery of directional and wayfinding signage across key festival sites including the Info Booth, Festival Hub: Trades Hall and Meat Market.
- Coordinate signage setup and logistics as required.

General

- Actively contribute to upholding best practice cultural safety for all Melbourne Fringe staff, artists, volunteers, audiences and other stakeholders.
- Engage fully in the Melbourne Fringe Festival, which by the nature of the Festival may mean extended hours and expanded duties during the Festival period (followed by some well-earned days off in lieu).
- Attend where required festivals, events, shows, exhibitions, industry gatherings and philanthropic activities and events throughout the year.
- Other duties as agreed with the Head of Audience & Digital, acknowledging that jobs evolve to meet the changing needs of the arts environment, and this document is an overview and not intended to represent the role performed in perpetuity.
- The successful applicant will be required to undergo a Working with Children Check as a condition of employment with Melbourne Fringe. We will cover the cost of this check.

Here are the skills and attributes you need to bring*:

- Passion for the work of Melbourne Fringe
- Resilience and ability to work effectively under pressure
- Has strong experience in accessible communications, inclusive marketing or disability advocacy.
- Understands the access needs of d/Deaf and Disabled people and how to embed access into digital and physical environments.
- Is a great communicator and collaborator, with a passion for equity and representation.
- Has experience creating or managing content across websites, social media and advertising platforms.
- Can build respectful, authentic relationships with diverse communities and stakeholders.
- Is someone who identifies as d/Deaf, Disabled or Neurodivergent.
- A sense of humour

** If you don't yet have all of the experience, know that Melbourne Fringe is a workplace that values ongoing skills development, mentoring and training.*

Our commitment to cultural equity

Melbourne Fringe has a deep commitment to cultural equity, and we strongly encourage applications from people who identify as First Nations, Deaf, disabled, people of colour, queer, transgender and gender-diverse people, as well as people with caring responsibilities. We celebrate people's differences.

We know sometimes people – especially those from more marginalised groups – might feel under-qualified for a job or like you might not belong. If that's you, we especially welcome you – Fringe is a place that supports and up-skills people as they're learning on the job.

If this application format isn't accessible for you, please get in touch and let us know what alternative format would suit you best. Upon engagement, we can work with disabled staff to consider reasonable workplace adjustments to ensure access needs are met. If you have any questions about accessibility, please contact Carly Findlay, Access Advisor, on (03) 9660 9600 or carly@melbournefringe.com.au.

Please advise us of any pre-existing injuries or conditions that may arise that might inhibit you in the physical requirements of the position, or any other access needs that you might have.

