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**Marketing Coordinator (Digital)**

**Position Description**

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| Position | Marketing Coordinator (Digital) |
| Reporting to | Head of Audience & Digital |
| Position type | Seasonal Fixed Term 0.8 EFT |
| 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 | 11 June 2025 |

**Position Purpose**

The Digital Marketing Coordinator supports the delivery of Melbourne Fringe’s marketing campaigns by executing digital advertising, organic content, and partnership deliverables across digital channels. This role plays a vital part in telling the Melbourne Fringe story through social content, audience engagement, and digital asset coordination — bringing our bold and inclusive brand to life online and in physical spaces.

**Role Summary**

The Digital Marketing Coordinator plays a key role in delivering Melbourne Fringe’s digital presence across campaigns, partnerships and daily communications. This hands-on position is responsible for coordinating advertising across digital channels, creating and scheduling social content, maintaining the website, and supporting event communications.

You'll be central to how we communicate with audiences and partners — ensuring our digital footprint is vibrant, inclusive and engaging. From managing Hub screen schedules during Festival, to writing What’s On listings and booking content creators, your day-to-day work will directly support the success of our campaigns and amplify the voices of artists across the Festival.

This role is perfect for someone who thrives in a fast-paced, creative environment, is highly organised, digitally savvy, and passionate about connecting people with 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 (Digital)**

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

**Digital Campaign & Advertising Coordination**

* Manage artist, venue and partner advertising bookings and implementation.
* Assist with the delivery of the organisation’s internal and external advertising schedules.
* Track campaign performance and maintain advertising records.
* Ensure partnership deliverables are executed and tracked accurately.

**Content Scheduling, Social Media & Digital Website Listings**

* Create, schedule, and publish organic content across Fringe’s digital platforms in line with Campaign Content Plans.
* Write engaging, brand-aligned captions and schedule posts using Meta Suite or similar tools.
* Manage daily content for Hub screens (e.g., schedule displays during Festival).
* Monitor social media inboxes and comments to ensure timely and inclusive community management.
* Update the Melbourne Fringe website with relevant copy and visuals in line with the content schedule.
* Upload and manage partner logos, banners, and Fringe Guide event pages.
* Create and maintain What’s On Melbourne event listings in line with brand tone.

**Event & Asset Coordination**

* Assist with invitations and RSVP management for Fringe special events.
* Assist the delivery the organisation’s documentation schedule, including coordinating photoshoots and photographic consent.
* Support content capture and archival processes throughout the Festival.

**Presentations & Documentation**

* Create PowerPoint presentations and other digital collateral for internal and external events.
* Maintain campaign documentation, schedules and visual asset databases.

**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.
* Undertake a personalised professional development program
* 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
* Strong understanding of the digital marketing landscape, including advertising, social media platforms, and content
* Exceptional communication and stakeholder management skills, with the ability to communicate clearly, concisely and persuasively for specific audience groups
* Excellent communication skills and attention to detail
* 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](mailto: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.