



Marketing Coordinator (Signage and Logistics)

Position Description

Position	Marketing Coordinator (Signage and Logistics)
Reporting to	Head of Audience & Digital
Position type	Seasonal Fixed Term 0.6 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 Signage & Logistics Coordinator is responsible for ensuring Melbourne Fringe's physical presence is cohesive, striking and impactful. From signage and venue collateral to branded merchandise and onsite setup, this role supports the successful delivery of the Festival through creative problem solving, precision project management and effective coordination of print and physical assets.

Role Summary

The Signage & Logistics Coordinator is a key member of the Marketing team, responsible for bringing Melbourne Fringe's bold visual identity into the real world. From signage and venue posters to physical collateral and branded merchandise, you'll ensure our Festival spaces look sharp, feel cohesive, and reflect the energy of Fringe.

Working closely with the Marketing Campaigns Manager and other team members, you'll manage the production, delivery, and distribution of all printed materials and signage across the Festival — from simple in-house designs to off-site event installs. You'll also coordinate logistics for infrastructure across venues, support event setups like the Media Wall, and maintain clear records and inventories throughout the Festival season.

This is a practical, collaborative role suited to someone who thrives on planning, executing logistics, and solving problems with creativity and care. It's perfect for someone who takes pride in keeping things running smoothly behind the scenes — and who loves seeing a plan come to life in the real world.

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 (Signage and Logistics)

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

Signage Design & Delivery

- Create directional and wayfinding signage using existing branded templates.
- Coordinate design approvals and prepare files for print, ensuring accuracy and consistency.
- Working closely with the Marketing Manager, project manage the design, production and installation of signage across the Festival.
- Oversee the delivery and setup of signage at venues including the Info Booth, Festival Hub: Trades Hall, and Meat Market.
- Maintain a clear inventory of signage assets and locations, updating internal records throughout the Festival period.

Collateral Management

- Project manage the printing and delivery of Festival collateral including staff/volunteer t-shirts, passes, signage, flyers, awards, bar menus, and more.
- Coordinate the distribution of Fringe Magazines, venue posters, and other printed materials to participating venues.
- Oversee the booking system and allocation of shared Festival equipment and infrastructure.

Logistics & Installations

- Develop and implement a signage and infrastructure logistics plan (e.g. teardrops, A-frames, tri-signs) for use across Festival venues.
- Coordinate the installation and maintenance of signage at Hub and key sites.
- Oversee the setup and pack-down of the Fringe Media Wall at events, delegating tasks to the broader team as needed.

- Assist with the installation of the Info Booth wrap, Trades Hall banner and other large-scale signage items.
- Maintain marketing storeroom organisation and ensure timely access to signage, tools and materials during the Festival.

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
- Exceptional communication and stakeholder management skills
- Excellent 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.

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.