

## Melbourne International Comedy Festival Ltd

**Position Title:** **Marketing Coordinator**

**Supervisor:** Marketing & Sponsorship Director

**Location:** 240 Exhibition Street (above the Comedy Theatre), Melbourne  
3000

**Salary:** Upon application

**Super:** 9% to a complying fund

**Workcover:** Yes

**Start date:** 3 January, 2012

**End date:** 11 May, 2012

**Sick Leave:** 10 days per annum pro rata

**Annual Leave:** 20 days per annum pro rata

**CLOSING DATE:** **Friday 9 December, 2011, 5pm.**

**By email:** [info@comedyfestival.com.au](mailto:info@comedyfestival.com.au)

### Organisational Environment

The Melbourne International Comedy Festival is a major annual festival attended by more than 600,000 people and which produces television events watched by more than five million television viewers. This complex business operates throughout the year, is one of Melbourne's major cultural events and is one of the three largest comedy festivals in the world.

The Comedy Festival aims to provide a supportive environment for new as well as established Australian and overseas comic artists and comprises a unique and high profile annual program of theatrical shows, cabaret performances, visual art exhibitions, film screenings and stand-up events presented in a wide variety of indoor and outdoor venues.

The Comedy Festival also runs industry development programs – *RAW*, *Deadly Funny*, *Class Clowns* and a three-month national tour – the *Melbourne International Comedy Festival Roadshow*.

The Festival values and encourages inventiveness, diligence and respect for all. Comedy Festival staff contributes as a team to the production of the festival and have the opportunity for input in a variety of areas. An ability to communicate effectively and collaborate in a way that enables efficient and professional delivery of all aspects of the Festival's operations is essential.

The Melbourne International Comedy Festival is an equal opportunity employer.

The Marketing & Sponsorship Department comprises: Marketing & Sponsorship Director, and three contract roles. The Festival contracts publicists and designers who work closely with the Marketing and Sponsorship Department.

The Comedy Festival Marketing and Sponsorship team are responsible for the following objectives:

- Generating Festival audiences and income on a local, national and international level.

## Melbourne International Comedy Festival Ltd

- Maintaining and developing strategic alliances with key Government, arts, media, corporate, travel/tourism and retail organisations.
- Identifying and securing new sponsorship partners for the festival both cash and contra.
- Retaining current sponsors and delivering agreed sponsor benefits.

The Melbourne International Comedy Festival highly values its extensive and varied corporate relationships. The financial and 'in kind' contribution they provide to the Melbourne International Comedy Festival is considerable, generating in excess of \$1.5 million annually. Many of these relationships have existed for several years and their contributions to the Melbourne International Comedy Festival increase annually through good relationship management and the meeting of determined expectations. The marketing and sponsorship team is responsible for the establishment and delivery of the structure, while ensuring our existing relationships are maintained and grown.

### **Role Description:**

Develop, manage, contribute to and implement marketing strategies and initiatives aimed at the promotion of the Melbourne International Comedy Festival as a high quality performing arts event - and in doing so ensure consistency and alignment to artistic imperatives, business outcomes and corporate objectives and the interest of Melbourne International Comedy Festival presenters and performers.

### **Reports to:**

- Marketing & Sponsorship Director

### **Key Responsibilities**

- Working with the Marketing & Sponsorship Director provide input into the development of Comedy Festival marketing initiatives and strategies – particularly the development of Festival produced artist campaigns for both the Festival season and Interstate tours. Campaigns cover print production and distribution, advertising, online coverage, social media and signage
- Coordinate the production of all Festival collateral including posters, flyers, invitations and other printed materials
- Assist with the production and coordination of the Festival Program Guide
- Manage and implement advertising campaigns for Comedy Festival including artwork liaison between the Festival and external designers and delivery of ads
- Assist the Marketing Coordinator – Online & Campaigns with website content updating and management
- Support independent producers participating in the Festival through advice, information and other resources identified
- Attend office during regular office hours as well as at other times as instructed or required. During the busiest time of the year (January to April) considerable weekend and evening work is unavoidable. The salary takes such hours of work into consideration. The salary payable is for the hours of work necessary to fulfill the duties of the position.

**Essential Criteria (please address each of these in your application)**

1. Experience in all facets of marketing, preferably in a Festival or arts environment
2. Experience in managing the production print collateral including working with designers, printers and distributors.
3. Experience and knowledge in print advertising – ad sizes, design layouts, working with media buyers and media partners
4. Experience in web development and content management of websites
5. Proven ability to operate within set budgets, monitor expenditure and report clearly on matters pertaining to marketing budgets
6. Proven ability to develop and manage schedules, spreadsheets and timelines
7. A thorough understanding of ticketing and box office functions

**Personal attributes & desired experience**

- Excellent personal presentation, and proven high standard of oral and written communication skills.
- Working understanding of Adobe design programs – Photoshop, InDesign, Illustrator
- Ability to work efficiently and calmly under pressure in a busy and distracting environment.
- Ability to deal with variety of people including performers with a high public profile. An ability to meet the demands of such people professionally, calmly and thoroughly.
- Willingness to take direction.
- Willingness to work considerably 'out of hours'.
- Patience, energy and sense of humour.