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# A D E L A I D E ◊ F E S T I V A L

1 - 17 March 2013

## POSITION DESCRIPTION

**Title** Digital Marketing Coordinator  
**Department** Marketing  
Supervises Volunteers and secondsments as required

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In association with the Marketing Director, the Digital Marketing Coordinator oversees the planning, implementation and ongoing maintenance of both the Corporate and Festival websites, digital marketing campaigns including the development and implementation of mobile platforms, social media campaigns and all online promotional activity for Adelaide Festival consistent with budgetary requirements, marketing strategies and the festival's brand.

The Digital Marketing Coordinator will have impeccable time management skills, a solid understanding of the digital landscape and functionality, the ability to build and nurture contacts and a track record of using digital campaign tools.

### Key objectives

To ensure that the Adelaide Festival remains at the forefront amongst other festivals and arts organisations in digital arts marketing.

To increase Adelaide Festival brand awareness and resulting ticket sales through an increased and continually-evolving, dynamic digital presence.

### Key working relationships

The Digital Marketing Coordinator will work with the Marketing Director and all members of the Marketing and Publicity team, the Chief Executive, the Business Development team, the Artistic Director and other members of the programming and production teams. The Digital Marketing Coordinator will also liaise closely with key suppliers including online developers and designers.

### Key competencies

- Demonstrated experience in overseeing the implementation of websites, mobile applications, digital marketing strategies, SEO and online advertising and promotional strategies
- Experience using WordPress or similar WYSIWYG website CMS, mobile application CMS, Campaign Monitor e-news CMS, Google Analytics, Google Adwords CMS, Survey Monkey, and Photoshop (Experience in all is advantageous but not essential).
- Knowledge and experience in contemporary marketing, communications and promotions principles and practices
- Knowledge of the arts and the intellect and confidence to create dialogue about artistic product

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- Ability to manage complex tasks, challenging projects and competing deadlines concurrently
  - Project management skills and strong planning, organisational and administrative skills
  - Excellent literacy, writing, editing and proofing skills and outstanding communication and interpersonal skills
  - Ability to think creatively and strategically
  - Collaborative working style with an ability to work within a team in a hands-on capacity to achieve individual, team and organisational goals
  - Good humour, with a positive and enthusiastic outlook. Calm in a crisis, open-minded and flexible.

### **Key Accountabilities and Functions**

- In association with the Marketing Director, devise, implement and assess the festival's digital marketing plan including building and executing social media strategies and campaigns
- In association with the Marketing Director and other staff, plan for the digital marketing requirements of the Adelaide Festival including online program presentation, digital & mobile marketing and promotional activity that provides both a highly professional online presence and a strong sales mechanism
- Researching and writing engaging, relevant and word perfect content in the festival's online voice for social media, e-news, blogs and online news items
- Develop innovative e-marketing strategies within a prescribed budget including organising timely scheduled delivery of the festival's e-newsletter *Festival Insider* and associated database management
- With the Marketing team, analyse sales performance of the overall festival and specific productions and implement specific online targeted promotional activity to increase ticket sales
- Ensure the timely and efficient management of both web and promotional activities within prescribed budgets and ensuring that approvals processes are adhered to
- Consistent updating of Adelaide Festival's social media sites on Facebook, Twitter, Pinterest, Instagram, Flickr, YouTube and Vimeo, including devising appropriate answers to questions, sourcing images and video clips, naming and uploading images, copy, competitions, promotions and online events
- Provide real time social media customer support during the festival in collaboration with the marketing, programming, production and Adelaide Writers' Week teams.
- Monitor all social media accounts, hashtags and key search terms to protect the Adelaide Festival brand online at all times.
- Adhere to social media style guide and crisis management social media policy.

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- Devise briefs and site maps for web developers, app developers and online graphic designers that demonstrate an awareness of best practice in navigation and user interface design.
  - Project manage major digital projects including the development of websites and apps.
  - Oversee the planning, implementation and ongoing maintenance of the iPhone and Android apps.
  - Develop and maintain good working relationships with Adelaide Festival staff and suppliers including web developers, app developers, graphic designers, film crew, audio describers, Auslan video suppliers, umbrella organisations, sponsors, access experts and volunteers.
  - Write, direct and produce professional standard videos and vox pops clips for launches, other events and online content
  - Keep abreast of new social media platforms and online marketing trends making recommendations for the continued improvement of the Festival's digital marketing and communications strategy as appropriate
  - Ensure privacy legislation is strictly and consistently adhered to
  - Work with the Marketing Director and other Festival staff in staging and managing launches and other major public events
  - Actively promote the festival's access program in online formats that are accessible to people with disabilities including hearing and vision impairment.
  - Ensure the logical filing and archiving of Festival marketing materials
  - Research and implement online advertising opportunities incorporated into campaigns
  - Monitor and evaluate statistics for each campaign using such tools as Google Analytics and frequently provide updates on the effectiveness of web strategies and promotional activity
  - Maintain and update events and information on a regular basis to ensure all online information is timely and dynamic
  - With the Print Marketing Coordinator, establish and maintain the Festival's photo library
  - Undertake other work as required by the Marketing Director

### **Key Outcomes**

- Stylish, brand consistent, skillfully written and well produced digital content that supports ticket sales and increases the size of the Festival's active online community
- Intelligent, engaging and light-hearted online voice and personality that positively represents the Festival brand and activities
- Accuracy of content (information and branding) in all digital content

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- All digital activity and promotions delivered on time, within budget and with correct permits and permissions
  - Smooth planning, scheduling, implementation of Festival digital promotions
  - Cost effective and results driven digital campaigns
  - A well organised and well managed database and CRM system
  - Budgets, deadlines and relevant legislation adhered to
  - Excellent working relationships with other Festival staff and external suppliers and stakeholders
  - Timely delivery of post-Festival reports and accurate archiving for the ongoing use of the Adelaide Festival Corporation

### **Generic Work Skills**

As a member of the Adelaide Festival staff team, all staff will demonstrate the following skills:

- Leadership - Demonstrates a commitment to corporate priorities and values, takes personal responsibility, adheres to organisational policies and procedures and upholds confidential information
- Team work - Approaches all personnel with respect and consideration, collaborates effectively with staff team
- Problem solving - Embraces flexibility and lateral thinking; facilitates solutions and makes decisions based on an understanding of the relevant issues, factual information and logical assumptions
- Influencing - Seeks to secure support and commitment from colleagues through the clear articulation of ideas, opinions and open dialogue, supported where possible by factual information
- Communication - Active contribution to a positive and effective work environment through open and inclusive planning, continuous information sharing and transparent work processes
- Customer service - Be accessible to colleagues and stakeholders, work to understand their needs, negotiate outcomes that are acceptable to both parties and provide deliverables as agreed