

Marketing & Communications Manager

Position Description – September 2022

MELB INT'L JAZZ FEST

About the Melbourne International Jazz Festival

Since its inception in 1998, the Melbourne International Jazz Festival (MIJF) has played host to the world's leading modern masters of jazz; seen the profile of many Australian artists soar; nurtured the aspirations of many local emerging musicians; and broadened the reach of the live jazz experience across all ages and across diverse communities.

MIJF is the largest jazz festival in Australia, with a national and international reach. The festival draws more than 45,000 people to 90+ events over 10 days, bringing together over 400+ masters and innovators of jazz from all over the world. It takes place in 25+ venues across Greater Melbourne, including recital and concert halls, public squares, jazz clubs, and the laneways of the CBD.

MIJF has a commitment to providing pathways for Australian jazz and its practitioners, plus a strong social contract that sees the delivery of a wide range of free and family-oriented events. The 2022 festival will take place between 14 – 23 October, with the program launching in August 2022.

What is the fundamental purpose of the job?

The Marketing & Communications Manager is responsible for delivering MIJF's annual marketing and communications campaign in order to achieve box office and audience targets, build the festival's brand, foster relationships with stakeholders and support the organisation's long-term strategic objectives.

Reporting to the Deputy CEO & Development Director, the Marketing & Communications Manager will implement MIJF's marketing campaign strategy, deliver year-round organisational communications, coordinate digital communications and social media activity, and manage the production and distribution of marketing collateral. The role is also responsible for liaison and management of external contractors (publicists, designers, printers, etc).

The role, reporting structure and key interactions

Position	Marketing & Communications Manager
Location	Office 4, 5 Blackwood Street, North Melbourne
Reporting to	Deputy CEO & Development Director
Working with	CEO & Program Director, Artistic Director, Senior Producer, Festival Administrator, Associate Producer, external suppliers
Position type	Fulltime, fixed term contract until 31 December 2024 (renewable)
Remuneration	\$70,000 - \$80,000 plus super (starting salary commensurate with experience)
Applications contact	Alexandra Murphy, Deputy CEO & Development Director (alexandra@melbournejazz.com – 03 9001 1388)

MIJF has a small core team of dedicated and enthusiastic professionals. The usual hours of work are 9:30am-5:30pm Monday to Friday. However, the nature of working for a festival and requirements of this position require a degree of flexibility, and some evening or weekend hours will be required, especially during the festival period. There is a commitment to cross-organisational support from all team members and all team members may be required to assist with other areas of operations from time to time.

What are the typical duties of the role?

Marketing and Communications

- Lead the delivery and implementation of MIJF's organisational communications and the festival campaign marketing strategy to meet box office / audience targets and build the profile of the festival and its year-round activities.
- Drive digital strategy to increase engagement with MIJF's growing community across Facebook, Twitter, Instagram and other relevant channels.
- Oversee the management and maintenance of the MIJF website.
- Proactively generate and maintain content across MIJF's website and digital/social media platforms - including videos and e-News.
- Oversee database management, developing practices to meet business objectives, increase the audience database and best utilise data.
- Manage the creation and distribution of key organisational collateral including the program guide, festival report, outdoor, digital and print advertising.
- Copywrite, proof and edit publications, advertisements and marketing materials.
- Manage relationships and workflow with key service providers including graphic designer, web agency, advertising agencies/providers and printers.
- Support the year-round relationship with MIJF's publicists including briefing, creation of press materials, coordinating press briefings and in-season media calls, on-ground artist media scheduling, and delivery of media tickets.
- Work with the MIJF photographer and videographer in the scheduling, delivery and maintenance of company documentation.
- Manage accurate and current communication of marketing materials with key stakeholders including artists, government, partners and presenters.
- Assist the Deputy CEO & Development Director in ensuring that the requirements of stakeholders are met with regard to marketing materials; including sourcing logos, distributing materials for approval and ensuring that all contracted benefits are delivered and accurately recorded.
- Manage marketing budget, ensuring timely and on-budget delivery of the festival's annual campaign and year-round communications.
- Monitor market trends, research consumer markets and competitors' activities.
- Coordinate post-festival campaign analysis and data interpretation for reporting.
- Collaborate on reporting and evaluation of the festival and year-round programs in liaison with senior management and other key staff.

General

- Any other relevant duties as directed by the Deputy CEO & Development Director.
- Engage fully in the Melbourne International Jazz Festival, which by the nature of the festival means extended hours and expanded duties during the festival period.
- Work openly and collaboratively with all members of the MIJF team, artists and contractors.
- Attend where required festivals, events, shows, industry gatherings and philanthropic activities and events throughout the year.
- Represent the Melbourne International Jazz Festival at meetings, functions and industry events where appropriate

Key Selection Criteria:

- An understanding and passion for the cultural sector, particularly jazz and related forms of music.
- Relevant work experience in marketing in an arts/festivals context, or similar outcome-driven fast-paced context.
- Proven track record in managing and delivering successful campaigns (preferably in an arts/festival environment).
- High level written and verbal communication skills, and well-honed storytelling skills – including the ability to craft engaging content across a variety of mediums.
- Outstanding attention to detail.
- An understanding of event-based ticketing systems, CRM software and associated processes.
- Experience working with marketing software and systems such as Adobe Creative Suite, Mailchimp, Wordpress and social media platforms.

About Role Statements

As MIJF evolves to meet the changing needs of the festival environment, the roles required of all its staff will evolve. As such, staff should be aware that this document is not intended to represent the role that the incumbent will perform in perpetuity. This role statement is intended to provide an overall view of the role as at the date of this statement.

MIJF is an equal opportunity employer. Aboriginal and Torres Strait Islander people, people with disability, LGBTQIA+ and culturally and linguistically diverse applicants are strongly encouraged to apply for this position.

What we offer

- Vibrant organisational culture and tight-knit team
- Complimentary tickets to performances
- Confidential Employee Assistance Program
- Career development and professional learning opportunities

Inherent Physical Requirements

The physical requirements of this position are consistent with those of an administration or management role in a major arts organisation. You agree to 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.

How to Apply

Applications should respond to the position description, address the selection criteria and include:

1. A cover letter outlining your motivations for applying, your knowledge and understanding of the role and of MIJF, and what you would bring to the organisation. Please also include your availability to commence in the role should you be the successful candidate.
2. A response to the key criteria.
3. A copy of your CV (no more than 3 pages) that includes details of at least 2 referees. Referees will only be contacted after interviews have taken place.

Applications close at 10am on Wednesday 19 October 2022

Please email your application to info@melbournejazz.com

To discuss the position, please contact Alexandra Murphy, Deputy CEO & Development Director (alexandra@melbournejazz.com – 03 9001 1388)