

Marketing Coordinator

Position Description – January 2026

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 60,000 people to 100+ performances over 10 days, bringing together over 500+ masters and innovators of jazz from all over the world. It takes place in 30+ venues across Greater Melbourne, including recital and concert halls, public squares, jazz clubs, and the laneways of the CBD.

The festival 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 2026 Festival will take place between 16 – 25 October, with the full program launching in August 2026.

What is the fundamental purpose of the job?

The Marketing Coordinator plays a key role in supporting MIJF's marketing and communications activities to help achieve box office and audience attendance targets and build the festival's profile.

This role focuses on creating and managing content, coordinating marketing collateral, and ensuring consistent brand delivery across all channels. The Marketing Coordinator contributes to audience development by researching and implementing new marketing opportunities.

The role, reporting structure and key interactions

Position	Marketing Coordinator
Location	Office 4, 5 Blackwood Street, North Melbourne
Reporting to	Marketing & Partnerships Manager and General Manager
Working with	CEO & Festival Director, Business and Development Administrator, Executive Producer, Associate Producer & Programs Coordinator, Publicist, Designer
Position type	Part-time (0.9 FTE) fixed-term contract to 18 December 2026
Remuneration	\$72,500 pro rata (plus superannuation)

MIJF has a small core team of dedicated and enthusiastic professionals. The usual hours of work are 10:00am-6:00pm 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

- Play a key role in delivering MIJF's year-round organisational communications and festival marketing campaign to help achieve box office and audience attendance targets and build the festival's profile
- Proactively manage and create content across MIJF's communication channels, including social media, website and eNews
- Contribute to management of relationships and workflow with key service providers including graphic designer, publicist, web agency, advertising agencies/providers and printers.
- Copywrite, proofread and edit publications, advertisements and marketing materials
- Support the creation and distribution of key collateral such as the program guide, Festival Report, and outdoor, digital, and print advertising
- Investigate and implement emerging marketing trends and opportunities in line with the festival's Audience Development strategy
- Lead planning and implementation of festival signage requirements
- Collaborate on reporting and evaluation of the festival and year-round programs in consultation with senior management and other key staff

General

- 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

- Some experience in marketing within an arts, festivals, or similar fast-paced environment, or transferable skills from a related field
- Proven ability to manage competing priorities and deliver outcomes within deadlines
- Excellent written and verbal communication skills, with the ability to create engaging content across different platforms
- Strong attention to detail and a proactive, solutions-focused approach to problem-solving.
- High level of computer literacy (familiarity with marketing tools and systems such as the Adobe Creative Suite, Mailchimp, WordPress, InDesign and Meta will be highly regarded)
- An understanding and passion for the cultural sector

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.

Inherent Physical Requirements

The physical requirements of this position are consistent with those of an administration 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

Potential applicants are encouraged to contact MIJF General Manager, Caitlin McNaughton, to discuss their application or ask any questions on (03) 9001 1388.

To apply, please combine your Curriculum Vitae, a Cover Letter and a response to the Key Selection Criteria into a single document and email it to caitlin@melbournejazz.com.

Applications close at 5:00pm on Monday 2 February.