

Position Title	Marketing and Content Coordinator
Overview	The Marketing and Content Coordinator is a vital member of Adelaide Festival’s Marketing and Communications team, with a key role in managing the organisation’s social media presence and supporting digital content initiatives. This role focuses on content creation, community engagement, creative marketing initiatives and digital strategy execution to drive ticket sales, enhance Adelaide Festival’s brand visibility and steward our online communities. A high level of creative flair and an understanding of contemporary marketing trends is required. The Marketing and Content Coordinator also broadly supports the activity of the marketing and publicity team in the annual delivery of the Festival.
Location(s)	Adelaide Festival Office
Key Competencies	• Excellent knowledge of and experience in implementing contemporary marketing, communications and promotions principles and practice. • Strong skills in graphic design and video editing. • Excellent literacy, writing, editing and proofing skills. • Strong affinity with contemporary social media marketing practices. • Experience with websites and updating CMS. • Strong planning, organisational and administrative skills. • Ability to interact with a wide range of stakeholders. • Knowledge of and passion for the performing arts and the audiences we serve • 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. • Ability to thrive in a fast-paced and dynamic event-delivery environment.
Key Responsibilities (as required)	Social Media Management • Lead the coordination and implementation of Adelaide Festival’s social media strategy across all platforms, including Adelaide Writers’ Week. • Manage community engagement, fostering a positive and responsive online presence. • Monitor and respond to social media enquiries, liaising with relevant departments to ensure accurate and timely communication flows back to the community. • Collaborate with the Head of Marketing and Communications and/or members of the Senior Management Team on crisis communication responses when required. • Identify and swiftly act upon any unfolding commentary or positive/negative sentiment online by keeping the Head of Marketing and Communications informed of any such commentary. • Manage your work schedule in order to be present online at crucial times such as in the lead up to and after the Festival program launch, in the lead up to and during the Festival opening weekend, throughout Adelaide Writers’ Week, etc.. • Develop and schedule engaging, brand-aligned content that supports the Festival’s marketing, communications and sales objectives. • Stay informed on social media trends and apply best practices to maximise audience engagement.

	Content Creation & Digital Support • Capture and produce high-quality visual content, leveraging both supplied and elicited photographic and video content for use across digital channels. • Edit video content to support promotional campaigns, key messaging and event coverage. • Assist in the creation and distribution of e-communications (eDMs), ensuring consistency with brand messaging. • Assist with the administration of the Adelaide Festival website. • With support from the Marketing Manager, oversee the engagement and direction of content capture teams across the Adelaide Festival delivery period. • Be able to consistently apply the festival's brand to digital assets and cultivate an engaging and consistent graphical identity in market. • Generate compelling and well-researched content themes and story-telling approaches to support the overall communication aims of the Festival. Stakeholder & Sponsor Engagement • Liaise with internal teams to fulfil contractual obligations related to sponsor and funding body content requirements. • Support the development and execution of collaborative promotional campaigns with partners and stakeholders. • Identify opportunities for collaboration within the wider Festival and stakeholder networks. • Ensure internal and external approvals processes have been adhered to. General Marketing Support • Assist in the implementation of further digital strategies to grow Adelaide Festival's online presence and audience reach. • Assist with the creation and delivery of digital collateral across campaigns. • Assist with the collation, coordination and editing of digital and printed marketing materials for the Festival. • Assist the production of the Festival's souvenir programs, and other show related materials as required. • Researching and writing engaging, relevant and word-perfect content in the festival's voice for social media, e-news, blogs and online news items, as directed. • Timely delivery of reports and accurate archiving of captured content. • Provide support to the Adelaide Festival publicity team as required. • Contribute to broader marketing initiatives as required. • Attend team meetings and WIPs. <i>These duties and responsibilities may vary according to the ongoing requirements of the position.</i>
Relationships	The Marketing and Content Coordinator works closely with the Marketing Manager, publicity team and graphic designer and reports to the Head of Marketing and Communications. The Marketing and Content Coordinator liaises with CX, Adelaide Writers' Week, BD and programming departments, and also works with key external suppliers including photographers, artists, presenting companies and venues.
Reports to	Head of Marketing and Communications