

# ADELAIDE FESTIVAL AF

## MARKETING MANAGER



Adelaide Festival 2025. Image © Morgan Sette

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## POSITION DESCRIPTION – JULY 2026

### ABOUT US

Taking place on the traditional land of the Kurna Nation of the Adelaide Plains, Adelaide Festival is Australia's International Festival.

For 65 years we have been the nation's major cultural drawcard, attracting many thousands of visitors annually: all making a pilgrimage to experience the finest international and national artistic endeavours.

Adelaide Festival is internationally recognised as Australia's pre-eminent arts festival. Alongside Edinburgh and Avignon Festivals, Adelaide Festival is cited as one of the top festivals in the world - providing audiences with the chance to see the most original and acclaimed artists working in the world today.

Our curated program includes Australia's largest, and only free, literary festival – Adelaide Writers' Week alongside a cross-section of theatre, opera, music, dance and visual art from artists of all backgrounds and cultures. Inclusivity, creativity, sustainability, trust and celebration drive our passion for delivering Adelaide Festival and Adelaide Writers' Week.

Since 1960, Adelaide Festival has also stood at the helm of artistic innovation, commissioning and championing groundbreaking new works and presenting them alongside the greatest established companies and artists.

### ABOUT THE ROLE

**This is a full-time, fixed-term position until 30 June 2027.**

The Marketing Manager is a key member of the marketing team, responsible for the delivery of traditional and digital marketing projects and campaigns, as well as year-round marketing activity for the Adelaide Festival.

The role supports the implementation and ongoing management of the Festival's marketing activity across multiple channels, ensuring alignment with broader organisational objectives and audience development priorities.

A significant focus of the role includes the coordination and delivery of digital marketing integration, including website content management and maintenance, social media activity, online promotional campaigns and the development of digital communications and assets.

The Marketing Manager also contributes to the planning and execution of marketing campaigns, including asset development, content coordination, market research activities and support for promotional initiatives across the Festival program.

Working collaboratively with internal teams and external suppliers, the role ensures marketing activity is delivered efficiently, accurately and in accordance with required timelines, approval processes and brand standards.

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## SELECTION CRITERIA

- Experience in managing the production of high-quality marketing materials
- Excellent literacy, writing, editing and proofing skills
- Demonstrated experience in overseeing the implementation of websites, digital marketing strategies, SEO and online advertising and promotional strategies
- Experience using website CMS, Tessitura, Wordfly e-news CMS, Facebook advertising, Google Analytics, Google AdWords CMS, Survey Monkey, and Adobe Suite (Experience in all is advantageous but not essential)
- Knowledge & experience of contemporary marketing, communications and promotions principles and practices
- Ability to manage complex tasks, challenging projects and competing deadlines concurrently
- Outstanding communication and interpersonal skills
- Strong planning, organisational and administrative 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

## KEY RESPONSIBILITIES

### Key functions

- Alongside the Head of Marketing and Communications and the marketing and programming teams, work toward the successful annual “onsale” of the Adelaide Festival.
- Alongside the Head of Marketing and Communications, liaise with various suppliers to structure campaigns and oversee the creation of assets and materials as required.
- Work with the Partnerships and Philanthropy teams to ensure sponsors and donor groups are always acknowledged in accordance to contractual agreements.
- Work with the Head of Marketing and Communications, Marketing Coordinator and Graphic Designer to produce high quality printed materials including but not limited to the Adelaide Festival and Adelaide Writers’ Week guides, flyers, show programs and posters. Conduct full proof-reading process to ensure quality materials, free of errors.
- Ensure internal and external approvals processes have been adhered to.
- Project manage major digital projects including the development of websites and social media campaigns.
- In association with the Head of Marketing and Communications, devise, implement and assess the festival’s digital marketing plan including building and executing social media strategies and campaigns
- In association with the Head of Marketing and Communications and other staff, plan for the digital marketing requirements of the Adelaide Festival including online program presentation, digital marketing and promotional activity that provides both a highly professional online presence and a strong sales mechanism
- Along with the greater marketing team, research and write 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 where needed

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- 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, Instagram, YouTube and Vimeo, including devising appropriate answers to questions, sourcing images and video clips, naming and uploading images, copy, competitions, promotions and online events
- Along with the rest of the marketing team, work with the Writers' Week team to produce a campaign that it is consistent with and positively reflects the festival brand
- Coordinate other marketing activities and projects as directed by the Head of Marketing and Communications.
- Actively contribute to marketing brainstorms and strategy sessions.
- Assist with the coordination of direct mail and distribution campaigns as required.
- Assist with the staging and managing launches and other major public events as required.
- Supervision of volunteers, secondments and students placements as appropriate.

## Key accountabilities

- Effective, timely and successful implementation of marketing campaigns contributing to box office success.
- Stylish, brand consistent, skillfully written and well produced marketing materials.
- 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
- All digital activity and promotions delivered on time, within budget and with correct permits and permissions
- Smooth planning, scheduling, implementation of festival digital promotions
- 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.

## Why join us

We believe in creating an environment where our people thrive - here's what you can look forward to:

- Inclusive, Creative & Collaborative Culture
- Up to five additional days of paid Festival Leave (subject to operational requirements and approval in accordance with the Festival Leave Policy)
- Flexible work-from-home arrangements
- Complimentary tickets and staff discounts
- Access to EAP and extra leave for wellbeing and support needs
- Free annual flu vaccinations

**Join us in championing the arts and contributing to the cultural vibrancy of Adelaide. Be a part of a dynamic team dedicated to creating memorable experiences for audiences across South Australia.**

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## HOW TO APPLY

Apply via SEEK (preferred channel) or ArtsHub.

For your application, please include:

- **A tailored cover letter:** Clearly outlining your suitability for the role and your interest in working with us
- **A current resume:** Including the names and contact details for a **minimum of two professional referees** -  
*We will not contact referees without the applicant's permission*

***Please note that during the festival delivery period, out-of-hour and weekend work will be required.***