

ADELAIDE FESTIVAL AF

HEAD OF MARKETING AND COMMUNICATIONS



Adelaide Festival 2025. Image © Morgan Sette

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POSITION DESCRIPTION - MAY 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, three-year fixed-term role.

The Head of Marketing and Communications is a key leadership role responsible for shaping how the Adelaide Festival connects with audiences, artists, partners, government, media, and the broader community. Leading a high-performing team, this role drives the development and delivery of integrated marketing, public relations, and communications strategies that support the Festival's artistic vision, commercial objectives, and long-term strategic priorities.

The position has broad oversight of brand management, public relations, media engagement, digital communications, audience development, and stakeholder engagement. Central to the role is protecting and strengthening the Adelaide Festival brand, ensuring consistent and compelling storytelling while continuing to expand audience reach and deepen engagement locally, nationally, and internationally.

Working closely with the Executive and Senior Management Team, the role contributes to organisational leadership, strategic planning, and whole-of-Festival initiatives. It also manages significant external relationships across the arts sector, tourism, government, corporate, and media environments, identifying opportunities that enhance the Festival's profile, partnerships, and non-government revenue.

This role requires a collaborative and adaptable leader with strong commercial judgement, excellent communication skills, and the ability to balance strategic thinking with hands-on delivery in a dynamic festival environment.

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SELECTION CRITERIA

- Successful track record in achieving box office targets and maximising attendances in the live performing arts industry
- Successful track record in brand positioning and product marketing
- Extensive experience in the areas of market research and development and customer service
- Excellent knowledge of South Australian, interstate and national media networks
- Excellent knowledge of Australia's arts industry and arts marketing environment and practice
- Excellent negotiation skills and extensive experience in negotiating fees and contractual arrangements
- Proven track record in financial management and the ability to establish and maintain associated business systems relevant to marketing and sales
- Excellent strategic planning, research, analysis and reporting skills
- A collaborative and flexible approach to problem solving and information sharing
- Demonstrated ability to manage a team

KEY RESPONSIBILITIES

Key functions

- Responsibility for protecting, leveraging and strengthening the Adelaide Festival brand, including brand equity, heritage and reputation
- Accountability for consistent brand expression and messaging across all platforms (onsite, online, media and campaigns)
- In consultation with the Executive, develop and manage the public relations and communications plans for the Adelaide Festival, including Adelaide Writers' Week, consistent with the Festival's strategic priorities, operational plans and budgetary requirements
- In consultation with the Executive, develop and manage the marketing and promotional plan for the Adelaide Festival, including Adelaide Writers' Week, consistent with the Festival's budgetary requirements and the Festival's overall public relations and communications plan and priorities
- Work closely with the Executive to maximise positioning of the Adelaide Festival and Adelaide Writers' Week in a strategic way, ensuring engagement with a broad range of stakeholders, media, the corporate sector, Government, patrons, other people of influence, and the general public
- Establish key performance indicators for the achievement of both the broad PR and Communications Plan and the yearly marketing and promotions plans and monitor progress against these indicators
- Usage of data, insights and performance metrics to evaluate marketing effectiveness and inform future strategy
- Ensure the Festival maintains innovative high-profile marketing / PR campaigns of the highest quality across a wide range of communication platforms
- In consultation and working collaboratively with all members of the leadership team, develop and implement plans to broaden and deepen engagement with all stakeholder groups
- Identify and develop strong relationships with people of influence across all sectors and activate these as advocates
- To keep abreast of current industry trends at both a national and international level, and to ensure Adelaide Festival's standing and positioning locally, nationally and internationally
- Achieve marketing revenue targets for the Adelaide Festival, including Adelaide Writers' Week, including but not limited to revenue targets in the areas of box office sales, advertising, merchandise and other targets
- Participate as a member of the leadership (senior management) team and provide leadership to the Adelaide Festival Corporation staff as a whole with regards to broader whole of organisational needs and priorities
- Effectively manage the Marketing and Communications Department of Adelaide Festival Corporation
- Effectively manage, support and develop a small team of direct reports within the Department

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- Fostering a high-performing, collaborative and integrated team culture, aligned with organisational values

Key accountabilities

- Manage departmental revenue and expenditure budgets and targets and ensure that all financial and administrative elements are managed within agreed Adelaide Festival policies and procedures and comply with the Festival's delegations and purchasing policies
- Work closely with the programming department and the Executive, to undertake detailed sales and budget forecasting, and ongoing monitoring and reporting against these targets
- Develop, schedule and implement marketing, promotional and positioning campaign which incorporates (but is not limited to) the following components: advertising, promotions, online/digital technology, direct marketing, signage, publicity and printed collateral
- Collaborate across the Senior Management Team to deliver effective stakeholder communications and promotions for the Adelaide Festival Corporation
- Ensure a process of evaluation, assessment and learning to ensure continual improvement processes are in place that supports the Adelaide Festival Corporation's culture as a learning organisation
- Manage Marketing and Publicity department staff, contractors (including where appropriate national and/or international publicists) and volunteers; adhering to recruitment, induction and performance management procedures of the Adelaide Festival Corporation. Undertake annual reviews of all ongoing departmental staff.
- Be familiar with and adhere to all Adelaide Festival policies and procedures including WHS requirements
- Provide reporting to the Adelaide Festival Corporation Board, Foundation Adelaide Festival or external stakeholders as required, including the provision of relevant information for sponsorship, government and grant acquittals and the Adelaide Festival Corporation's annual report
- In consultation with the Executive and Senior Management Team, contribute to the development and servicing of other government grants for the Festival, and prepare reports as required
- Liaise with designers, agencies and suppliers with the view to maximising cost-efficient production and delivery of campaign materials
- Supervise the writing and editing of copy for sales, advertising and promotional materials
- Develop, oversee and deliver merchandising products and nightly programs
- Manage and deliver marketing/sponsor launches and functions where appropriate
- Contribute to Festival-wide audience strategies, including broadening and diversifying audiences locally, nationally and internationally
- Emphasise inclusive, accessible and contemporary audience engagement, aligned with Strategic Plan priorities
- Identify and manage contra sponsorships from all media and marketing suppliers including their contractual arrangements and ensure appropriate delivery
- Identify, develop and manage relevant external marketing and promotional partnerships that support the Adelaide Festival's objectives in collaboration with the Partnerships team
- Support broader commercial objectives (ticketing, partnerships, philanthropy and non-government revenue)
- Liaise with tourism, hospitality and industry bodies toward logistical support and promotion of the Festival
- Ensure the collation and archiving of suitable photographic and other marketing materials representing each Festival
- Ensure the proper acquittal of all marketing-related grants providing relevant statistical information
- Ensure the proper collation of all marketing-related statistical information and trends, and review and analyze such information in relation to making recommendations for future improvements to processes, systems or other operations where appropriate

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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 six 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.

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.