

Midsumma Festival

Position Description – **MARKETING AND COMMUNICATIONS MANAGER**
Updated – Dec 2023

POSITION: **MARKETING AND COMMUNICATIONS MANAGER**

REPORTS TO: **CHIEF EXECUTIVE**

DIRECT REPORTS: **EXTERNAL PR AND DESIGN/PRINT CONTRACTORS, INTERNS & VOLUNTEERS WHERE APPLICABLE**

CLOSE WORKING RELATIONSHIPS:

CHIEF EXECUTIVE, PROGRAM MANAGER, WEBSITE COORDINATOR, PRODUCTION MANAGER, EVENTS AND PRODUCER SERVICES MANAGER, FINANCE AND ADMINISTRATION MANAGER, ARTISTS AND ARTS ORGANISATIONS, LOCAL GOVERNMENT AND FESTIVAL SPONSORS / PARTNERS.

LOCATION: **MIDSUMMA FESTIVAL OFFICE.** (Hanover House - Level 2, 158 City Rd, Southbank), and event locations for events as required by the festival.

POSITION TYPE: **2 YEAR CONTRACT (Initial period and available to extend):** Full-time.

LAST UPDATED: **DEC 2023**

Midsumma

Based in Victoria, Midsumma Festival Inc (Midsumma) is Australia's premier LGBTQIA+ cultural organisation, for and by communities who live with shared experiences around diverse gender and sexuality (DGS).

We are a **champion** of LGBTQIA+ cultures, conversations and events. We promote, develop and celebrate LGBTQIA+ **arts and culture**. We are **the intersection between** people, creative ideas, stories and experiences - a focal point for connections and **belonging**. We **strengthen cultural voices** of our

communities and broaden the language of our allies. We **create** inclusive **safe** cultural and social **spaces**. Platforms for shared experience in a world which often underrepresents us. We **increase visibility** and **amplify voices** that might otherwise not be seen or heard.

With strategic focuses that include intersectional communities such as First Nations, disability, culturally and linguistically diverse communities, diverse families, and seniors, Midsumma engages with broad communities across all age ranges, cultural demographics and identities - truly representing inclusion and diversity in all its forms. Midsumma plays a vital role in the life of the many varied creative communities with which we regularly engage.

Although the primary three-week festival is held in summer each year, Midsumma works year-round to provide artists and culture-makers with support and development opportunities, to create, present, promote their work and develop sustainable arts careers.

Midsumma brings a diverse mix of artists, performers, communities, and audiences together for innovative presentations of queer arts and culture. The diverse annual festival program is made up of a wide range of events and activities including visual art, theatre, spoken word, cabaret, film, live music, parties, sport, social events and public forums.

Midsumma is recognised nationally as one of Australia's largest LGBTQIA+ cultural events, featuring up to 250 events each year in over 150 different venues across Melbourne and wider Victoria, to audiences of approximately 300,000 each year.

Job Summary:

This creative and hands on role has responsibility for the planning and execution of the annual marketing and communications strategy for Midsumma inclusive of the Midsumma Festival and year-round arts / artist development programs, in line with the broader organisational values and business objectives. maximise profile positioning of all elements of the festival and ensure cohesive communications and key messaging. It will champion the Midsumma brand and undertake the production of all Midsumma marketing collateral and publications; digital / social media communications; liaison with external designers, distribution teams, and PR agencies; media planning within limited budgets; liaison with artists and producers; and alongside the Chief Executive, will support stakeholder management and delivery of sponsor benefits.

The role requires an outgoing, enthusiastic, passionate and dedicated person with broad arts marketing knowledge to undertake the planning and delivery of a wide range of activities within the annual Midsumma Festival program.

Key responsibilities will include:

- Develop, schedule and implement marketing, promotional and positioning campaign which incorporates (but is not limited to) the following components: promotions via online/digital technology, editorial and PR, signage, publicity (PR) and all publications/printed collateral for the festival.

- Work closely with the Program Manager and Events and Producer Services Manager, to undertake ticket sales analysis, and ongoing monitoring and reporting, and from this develop and implement promotional strategies aimed to maximise event profile and ticket sales where needed.
- Utilise all available marketing resources in the most effective and efficient manner possible and maximize leverage of current and potential media partnerships plus editorial coverage of the festival alongside external PR agency.
- Manage contra sponsorships from media and marketing suppliers including their contractual arrangements and ensure appropriate delivery to maximum impact for the festival.
- Ensure the delivery and archiving of suitable photographic and other marketing materials representing the Festival.

Typical tasks in the role:

- Develop and execute all aspects of marketing for Midsumma multi arts annual program including development of campaigns for Midsumma Festival curated events and support of the marketing efforts of the open-access event producers.
- Develop and execute of all aspects of marketing for other year-round Midsumma activities such as (but not limited to) the annual fundraiser and mentorship programs.
- Write copy and produce content for all of Midsumma's communication channels including (but not limited to) digital platforms; printed collateral; and post-festival reports where required.
- Develop and execute strategy to maximise positioning of Midsumma and increase profile.
- Coordination of preparation of key sales and positioning documents including Program Guide, Annual Report, Stakeholder/Partner documents.
- Work in collaboration with Midsumma's digital and website coordinator.
- Manage the overall social media presence for the festival.
- The role will also liaise with external survey companies and ticketing staff/venues to ensure the collation of required statistics and other evaluation requirements and prepare required reporting.
- Work with the Chief Executive on promotional activations and deliverables with related corporate and media partners.
- Engage and manage external PR consultants to gain maximum editorial coverage for a wide variety of avenues for the festival and its participants.
- Coordinate and manage volunteer Summer Work Placements specific to marketing during the festival season.
- Attend meetings with media, artists, companies and relevant festival partners as required to develop and facilitate the best possible marketing and PR offerings within limited resources.
- Coordinate all graphic design and printing requirements with external agencies.
- Participate in evaluation processes and provide de-brief notes for post event analysis where agreed.
- In consultation with the Chief Executive, assist with the preparation and collation of information for funding submissions and the servicing of grants for Midsumma as may be required.

Due to the nature of festivals, working hours outside of core business operating times (evenings and weekends) will be required during the core festival delivery period and for limited lead up events and functions. This work will be undertaken inside the contractual salary.

Key projects:

- Manage and coordinate marketing and communication campaign across these major events:
 - **Program Launch**, November
 - **Midsumma Festival** – Jan 2024 – Feb (aprox 22 Days Annually)
 - **Midsumma Carnival** – One day major event in Jan
 - **Midsumma Pride March** – One day major event in Feb
 - **Victoria’s Pride** – One day major event in Feb
 - **Annual Signature Program and annual artist development programs**
- The role may provide some marketing advice to open-access event producers to help promote their event, this aspect of the role will work alongside the Events and Producer Services Manager.

Other duties

- Develop and ensure continuation of positive relationships with all stakeholders of the festival across all sectors and assist in the activation of these as proactive advocates for the festival in an ongoing way.
- Provide appropriate and timely information to other festival personnel.
- Assist with the management and delivery of any relevant launches and functions where appropriate.
- Attend and participate in festival meetings, activities and events.
- Keep abreast of current industry trends and issues relating to the festival at a local, state, national and international level.
- Participate as a member of the festival team with regards to broader whole of organisational needs and priorities.

Key required competencies

- Demonstrated arts / cultural events marketing experience, and within this direct proven knowledge and experience with online and digital engagement.
- Demonstrated communication skills (written and verbal).
- Demonstrated attention to detail, commitment to accuracy, and ability to manage multiple tasks within agreed deadlines.
- Knowledge and contacts within Victorian and national media networks.
- Ability to think laterally and a collaborative, constructive, flexible and creative approach to solving problems. Demonstrated analytical, conceptual and strategic thinking..
- Demonstrated high level people management skills and experience in dealing positively with a wide range of people and stakeholders.
- Demonstrated commitment to information sharing.

- Proficiency in MS Office Excel, Word and PowerPoint, Image software (i.e. Photoshop/ InDesign) databases, and confident approach to learning and utilising systems and processes (i.e. Campaign Monitor, Macarto Festival Management, Red61 Ticketing etc.).
- Proven collaborative and flexible working style and commitment to positive organisational values and objectives, with a demonstrated commitment to equality
- Proven ability to work well as part of a team environment and to actively participate in maintain and developing a positive organisational culture as part of a small hardworking team
- Negotiation skills and the ability to deal with difficult situations in positive constructive ways.
- Demonstrated respect and empathy for members of diverse communities, the arts, and in particular members of LGBTQIA+ and DGS communities.

Employment Conditions:	CONTRACTOR FEE and commitment: <ul style="list-style-type: none"> • INITIAL 2 YEAR CONTRACT (to meet new fixed term legislative requirements), which can be extended: Full-time, salary range between approx. \$95,000 - \$100,000 p.a. plus super depending upon successful applicant's experience and therefore the ability to meet full scope of role. • Superannuation will be paid in addition to wage at legislative levels. • Due to the nature of festivals, working hours outside of core business operating times (evenings and weekends) will be required during the core festival delivery period and for limited lead up events and functions. No further remuneration will be offered for out of office hours. • The position will receive the pro rata equivalent of four weeks' annual leave and sick / personal leave pro rata, calculated upon 10 days' sick leave per year for a full-time position. • Superannuation will be paid in addition to wage at legislative levels. • Due to the nature of festivals, working hours outside of core business operating times (evenings and weekends) will be required during the core festival delivery period and for limited lead up events, functions. The salary level takes into account some limited additional working hours during both critical busy event delivery periods and no overtime or penalties shall be payable. Time off in lieu may be negotiated at the discretion of the Chief Executive. • The position will receive the pro rata equivalent of four weeks' annual leave and sick / personal leave pro rata, calculated upon 10 days' sick leave per year for a full-time position. <p>This role will require some capacity to manage physical labour and work in an outdoor environment during Summer"</p>
-------------------------------	---

Midsumma is an equal Opportunity Employer who values diversity in the workplace. As such we encourage and support applications from people from diverse backgrounds.

Organisational Values:

We are a **champion** of LGBTIQ cultures, conversations and events. We promote, develop and celebrate LGBTIQ+ **arts and culture**. We are **the intersection between** people, ideas, stories and experiences - a focal point for connections and **belonging**. We **strengthen cultural voices** of our communities and broaden the language of our allies. We **create** inclusive **safe** cultural and social **spaces**. Platforms for shared experience in a world which often underrepresents us. We value diversity and we embrace difference. We **increase visibility** and **amplify voices** that might otherwise not be seen or heard.

OH&S Statement:

Midsumma Festival is committed to providing and maintaining a safe and healthy working environment for all staff, volunteers, contractors and visitors. This commitment is in accordance with the organisations values and the requirements of the various occupational health and safety Acts, associated regulations and codes of practice.

How to apply:

All applications must address the requirements of the job description. For a copy of the job description and other support materials about Midsumma, or for any further information on the role or organisation please contact Zach@businesssolutionshub.com.au. Applications close **5pm Friday 12th January 2024**.