

Midsumma Festival

Position Description –

ACTING MARKETING AND COMMUNICATIONS MANAGER
(short-term interim delivery role whilst this role is undergoing recruitment for the longer term. This is a 4-month contract with possibility of extension)

Updated – Dec 2023

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, TICKETING 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:

FIXED TERM CONTRACT: This is a **4-month fixed-term full-time contract** with the possibility of extension based on performance and organizational needs. Position to commence as soon as possible. \$100,000 salary, pro rata, plus super.

LAST UPDATED:**DEC 2023**

Midsumma Festival



Midsumma Festival Inc. is Victoria's premier LGBTQIA+ cultural festival, 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, 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 that often under represents us. We value diversity and we embrace difference. We increase visibility and amplify voices that might otherwise not be seen or heard.

Although the primary three-week festival is held in summer each year, Midsumma works year-round to provide artists, social-changers and culture-makers with support and development projects, to create, present and promote their work. Development projects include *Midsumma Futures* mentorship program for early career LGBTQIA+ artists and *Midsumma Pathways* for LGBTQIA+ creatives living with a disability.

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 delivery and execution of the marketing and communications strategy for Midsumma Festival 2024 inclusive of Queer PHOTO Festival 2024. The role is a hands-on delivery role required whilst recruitment for the longer term (multiyear) role of Marketing and Communications is undertaken. The 2024 campaign is currently underway and has been designed in line with the broader organisational values and business objectives.

The role will focus on ensuring the smooth delivery of all aspects of a festival marketing campaign to maximise attendances, profile, and positioning of all elements of the festival. It will champion the Midsumma brand, undertake the production of all Midsumma marketing collateral and publications; digital / social media communications; liaison with external design, distribution and PR agencies, liaison with artists and producers; and alongside the CE, will support stakeholder management and delivery of sponsor benefits. 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.

The role requires an outgoing, enthusiastic, passionate and dedicated person with broad arts / events marketing knowledge to undertake the delivery of a wide range of activities within the 2024 Midsumma Festival program.

Key responsibilities will include:

- Oversee the delivery of the social media and marketing campaign 2024 plan; 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 programming manager and ticketing 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.
- Maximise 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:

- Execute all aspects of marketing for the 2024 Midsumma Festival's multi arts annual program including development of campaigns for Midsumma curated events and support of the marketing efforts of the open-access event producers.
- 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.
- Work in collaboration with Midsumma's part-time volunteer digital and website coordinator
- Manage the overall social media presence for the festival.
- Work with the CE on promotional activations and deliverables with related corporate and media partners.
- Manage external PR consultants to gain maximum editorial coverage for a wide variety of avenues for the festival and its participants.
- Coordinate and manage staff member and 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 for the festival with external agencies
- Participate in evaluation processes and provide de-brief notes for post event analysis where agreed.

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 communications campaigns across these major events:
 - **Midsumma Festival** – 21 Jan 2024 – 11 Feb 2024



- **Midsumma Carnival** – 21 Jan 2024
 - **Midsumma Pride March** – 4 Feb 2024
 - **Victoria's Pride** – 11 Feb 2024
 - **Queer PHOTO** – 27 Jan 2024 – 24 Mar 2024
- 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 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, Umbraco (website), Red61 Ticketing etc.).
- Proven ability to work well as part of a supportive 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"> • This is a 4-month (approx.) fixed-term full-time contract with the possibility and exact term to be negotiated with the successful applicant. Possibility of extension based on performance and organizational needs. Position to commence as soon as possible and by early to mid-January at the latest. \$100K pa salary, pro rata, plus super. • 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 considers some limited additional working hours during both critical busy event delivery periods and no overtime or penalties shall be payable. Time off in lieu however can be negotiated. • 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. This role will require some capacity to manage physical labour and work in an outdoor environment during Summer.
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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:

**Email your resume and cover letter ASAP to applications@midsumma.org.au
With the subject: Short-Term - Marketing and Communications Manager**

Please respond to the **Key required competencies** in your application

Enquiries can be made to applications@midsumma.org.au