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| <b>JOB SPECIFICATION:</b> | <b>DIGITAL COMMUNICATIONS COORDINATOR</b>                                                                                                                                                                                        |
| <b>REPORTS TO:</b>        | <b>HEAD OF MARKETING, COMMUNICATIONS AND FUNDRAISING – DEPUTY CEO</b>                                                                                                                                                            |
| <b>LOCATION:</b>          | <b>MIDSUMMA FESTIVAL OFFICE</b> (Level 6, 168 Lonsdale Street, Melbourne), and event locations for events as required by the festival.                                                                                           |
| <b>POSITION TYPE:</b>     | <b>FIXED TERM CONTRACT (Full-Time or Part-time NEG.)</b><br><b>October 2026 - February 2027</b> (exact start date negotiable with the successful applicant).<br><b>Salary:</b> \$70,000 per annum (pro rata) plus superannuation |

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Based in Melbourne, Midsumma Festival Inc. (Midsumma) is Australia's premier LGBTQIA+ arts and cultural organisation, representing communities with shared experiences of diverse gender and sexuality.

Midsumma works year-round to support artists to develop, create, present and promote their work. Its primary activity is an annual multi-arts festival presented over approximately 22 days, bringing together artists, performers, venues and audiences to celebrate queer arts and culture.

The festival presents a diverse program spanning visual and digital arts, theatre, spoken word, cabaret, film, live music, parties, sport, social events and public forums.

Midsumma champions LGBTQIA+ cultures, conversations, safer spaces and events, connecting people, creative ideas, stories and experiences.

### **Job Summary**

The **Digital Communications Coordinator** is a delivery-focused role supporting the day-to-day implementation of Midsumma Festival's marketing and communications activity for the 2027 Festival.

**The role is primarily responsible for producing and distributing eNewsletters and electronic communications, maintaining timely media updates, managing online community enquiries, and supporting copywriting, and stakeholder communication coordination.**

Working within established communications schedules, brand guidelines and approved content, the Coordinator will ensure audiences, artists, producers, volunteers, traders and other stakeholders receive accurate, engaging and timely information throughout the festival period.

Reporting to the Head of Marketing, Communications and Fundraising, the Coordinator will work collaboratively with the wider Midsumma team to keep communications organised, responsive and consistent.

**This is a hands-on communications delivery role. It does not hold responsibility for overarching marketing strategy, campaign creative development, video production or campaign artwork.**

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### **Key Responsibilities**

#### **1. eNewsletters and electronic communications | 45%**

- Coordinate the production, editing, scheduling and distribution of approximately 4.5 eNewsletters each fortnight across Midsumma's audience groups.
- Deliver communications in accordance with the established communications schedule.
- Gather approved content, confirm updated information and assemble communications for distribution.

- Coordinate the Festival eNews, Weekend Teaser eNews, Volunteers eNews, Producer Update and Traders eNews Update.
- Check content for accuracy, consistency, links, formatting and alignment with Midsumma's tone of voice and brand guidelines.
- Liaise with internal teams to obtain information and meet publication deadlines.

## **2. Online community management | 20%**

- Monitor Midsumma's online accounts and maintain an active, responsive online presence.
- Acknowledge and respond to legitimate community comments, questions and enquiries in a timely and professional manner.
- Provide accurate information about events, programs, ticketing, accessibility and participation by referring to approved information.
- Escalate sensitive, complex or unresolved enquiries to the appropriate team member.
- Update event and producer information, including changes to dates, times, venues, ticketing and other event details.
- Support the scheduling and publication of approved campaign and program content.
- Ensure online information remains accurate, current and consistent with other Midsumma communications.
- Apply Midsumma's communication standards and community guidelines when responding to online interactions.

## **3. Copywriting and editing | 20%**

- Draft, proofread and edit copy for digital communications, website updates, media releases and promotional materials.
- Adapt approved information for different audiences, channels and communication formats.
- Ensure written content is clear, accurate, accessible and consistent with Midsumma's tone of voice.
- Support the preparation and updating of event listings, producer information and other audience-facing content.
- Assist with design briefing and basic content updates in line with existing brand guidelines, as required.

## **5. Artist, partner and stakeholder liaison | 10%**

- Liaise with artists, event producers, partners, volunteers, traders and other stakeholders to support promotional activity and information sharing.
- Request and collate approved copy, updates and other materials required for scheduled communications.
- Assist with responding to routine communications and directing enquiries to the appropriate team member.
- Maintain professional, timely and constructive working relationships with internal and external stakeholders.

## **6. Administration and coordination | 5%**

- Provide general marketing administration and coordination support.
- Maintain organised communications schedules, content records and supporting documentation.
- Assist with tracking deadlines, gathering information and coordinating routine marketing tasks.
- Support the wider marketing and communications team as required.

## **Key Projects and Festival Milestones**

The Coordinator will support communications delivery for the following programs and events:

- **Regional Activation Program:** November 2026 to February 2027.
- **Midsumma Festival Program Launch:** 24 November 2026.
- **Midsumma Carnival:** 17 January 2027.
- **Midsumma Pride March:** 31 January 2027.
- **Victoria's Pride Street Party:** 7 February 2027.
- **Midsumma Presents and the wider Festival program:** 17 January to 7 February 2027.

The Coordinator will also provide communications support to open-access event producers in collaboration with the Ticketing and Presenter Services Manager.

## **Person Specification**

### **Key skills, experience and attributes**

- Demonstrated experience in digital communications, content coordination, marketing communications or a similar role.
- Strong writing, editing and proofreading skills, with excellent attention to detail.
- Experience producing and scheduling email communications, newsletters or electronic direct marketing.
- Familiarity with online community management tools and platforms.
- Confidence responding to online enquiries and communicating professionally with diverse audiences.

- Strong organisational skills and the ability to manage competing deadlines in a fast-paced environment.
- Ability to work with established content, schedules, brand guidelines and approval processes.
- Clear communication skills and the ability to collaborate with internal teams and external stakeholders.
- Understanding of, and empathy for, LGBTQIA+ communities and Midsumma's purpose.
- A flexible, practical and solutions-focused approach to work.
- Experience in festivals, arts, events or community organisations is desirable.

### Working Arrangements

- The role is based in the Midsumma Festival office and is expected to work five days per week in the office, including during the Festival, unless otherwise directed.
- The successful applicant must be available to work Sundays throughout the Festival, from 17 January to 7 February 2027.
- Additional work outside standard business hours, including evenings and weekends, may be required to support festival commitments and live events.
- Any additional hours will be provided back as time off in lieu (TOIL).
- The role requires flexibility during peak delivery periods and the ability to respond to time-sensitive communications needs.

### Employment Conditions

- Fixed-term contract, full-time or part-time negotiable.
- October 2026 to February 2027, with the exact commencement date negotiable.
- Salary of \$70,000 per annum, pro rata, plus superannuation.

### Equal Opportunity

Midsumma is an equal opportunity employer that values diversity and inclusion in the workplace. We encourage applications from people of diverse backgrounds and experiences, including LGBTQIA+ people and people with disability.

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## HOW TO APPLY

Please submit your CV and a cover letter outlining your relevant experience, addressing the key selection criteria and explaining your interest in the role to [digital@midsumma.org.au](mailto:digital@midsumma.org.au)

**Applications close 22 Oct. Interviews will be held 28 Oct. Role can commence from 3 Nov 2026.**

### BONUS POINTS: Application Task

As part of your application for the Digital Communications Coordinator position, we'd love you to complete a short writing exercise to help us understand your writing style, attention to detail and ability to follow instructions.

### The brief

Midsumma is promoting a fictional event as part of the 2027 Festival:

#### Queer Joy Club

- **Date:** Saturday 23 January 2027
- **Time:** 2pm to 5pm
- **Location:** Pride Community Hall, Fitzroy
- **Cost:** Free
- **Description:** An afternoon of queer creativity, music, craft activities and community connection. Open to LGBTQIA+ people, friends and allies of all ages.

### Your tasks

Using only the information provided above, please prepare:

1. **A social media caption** of no more than 80 words to promote the event.
2. **A short eNews listing** of 40 to 60 words, including a heading.
3. **A brief response to a community enquiry** from someone commenting: "Can I bring my 10-year-old, and do I need to book?"

**Applications close 22 Oct. Interviews will be held 28 Oct. Role can commence from 3 Nov 2026.**

**Festival dates:** Sunday 17 January to Sunday 7 February 2027.