

## MARKETING EXECUTIVE

### About Us

Queensland's premier arts festival, Brisbane Festival heralds the promise of play and celebration as it lights up the city each September in a blaze of colour.

We create extraordinary art and take up residence throughout the river city, atop iconic landmarks and deep into the suburbs. We host captivating live performances and installations from home and across the world. Our Festival reflects the diverse communities that give Brisbane its unique voice. We invite audiences to Be Bold with us, to expect art unexpected with open hearts and minds; to be entertained, inspired, and amazed.

Brisbane Festival acknowledges this country's First Nations people and with their leadership and guidance, we celebrate that deep cultural legacy. We create a rich multi-arts program made by and with our local Aboriginal and Torres Strait Islander communities.

Our artists, people and partners are ambitious and agile dreamers who make the impossible possible through passion, hard work, and care.

### Position Summary

The Marketing Executive works closely with the Marketing Manager to support the delivery of Brisbane Festival's marketing campaigns. This role is integral to managing media partnerships, coordinating reviewer and media requests, overseeing fanfests, and driving diverse and niche audience development. Additionally, the Marketing Executive plays a key role in supporting delivery of show-specific marketing, fostering artist and company engagement, and collaborating with venues. A key responsibility includes managing the Festival's media portal and assisting with in-season photography curation.

This is a full-time role commencing May 2025. Salary range: \$70,000 – \$75,000 per annum, commensurate with experience. Applications will be reviewed as they are received, and interviews may commence before the closing date. Early applications are encouraged.

### Reporting

**Reports to:** Marketing Manager

**Positions reporting to the role:**

## Communication

In respect to internal and external relations, the Marketing Executive will:

- Report to the Marketing Manager,
- Liaise with the Marketing team and appropriate other staff members to carry out the role,
- Liaise with relevant external stakeholders as required,
- Provide the Marketing Manager with a weekly report of developments and activities. This may take place in writing or in the form of a meeting.

## Roles and Responsibilities

With support from the Marketing Manager, the Marketing Executive will:

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- Report to the Marketing Manager.
- Work closely with the Marketing, Programming, and Development teams.
- Liaise with media partners, artists, venues, and production companies.
- Be a key contact for reviewers, niche audience groups, and community stakeholders.

### Media Partnerships & Publicity Support

- Assist in the execution of media partnership agreements, ensuring deliverables are met.
- Manage reviewer and media requests, coordinating attendance and ticketing.
- Support PR opportunities in collaboration with the Marketing Director, Marketing Manager, media partners and the PR team.

### Audience Development & Community Engagement

- Develop and implement strategies to engage diverse and niche audiences.
- In liaison with the Programming team, build relationships with community groups, cultural organizations, and targeted audience segments.
- Support marketing initiatives to drive attendance for specific Festival shows and experiences.

## Programming & Artist Support

- Collaborate with the Programming team on show-specific marketing strategies.
- Support artist, venue, and company marketing needs in partnership with the Marketing Manager.
- Assist with campaign development and execution for Festival shows and experiences.

## Media Portal & Photography Curation

- Manage and maintain the Brisbane Festival media portal, ensuring content is up to date.
- Assist in curating and distributing in-season photography for media and promotional use.

## General Marketing & Campaign Support

- Assist in executing marketing campaigns, ensuring alignment with strategic goals.
- Provide support for marketing materials, including digital assets, collateral, and event signage.
- Monitor and track campaign performance, contributing to post-event reporting.
- Support the Marketing Manager in additional marketing duties as required.

## Systems

In respect to systems use, the Marketing Executive will:

- Utilise the organization-wide systems in accordance with policies and procedures provided.

## WHS

In respect to Workplace Health and Safety, the Marketing Executive will:

- Take an active role in effectively implementing Brisbane Festival's WHS policy.

## Relevant Experience

### Essential

1. Qualifications in marketing, communications, public relations, or a related field.
2. Two years' experience in a marketing, publicity, or audience development role.
3. Proven ability to manage media relationships, PR requests, and reviewer engagement.
4. Experience in developing and implementing niche and diverse audience engagement strategies.
5. Strong project management skills with the ability to multitask in a fast-paced environment.

6. Excellent communication skills and ability to collaborate with internal and external stakeholders.
7. Proficiency in marketing tools and content management systems.

## Desirable

1. Experience in the arts, festivals, or events industry.
2. Understanding of media partnerships and photography curation.
3. Familiarity with audience data analysis and targeted marketing strategies.

## How To Apply

Please apply via our [online application form](#) only. Address your application to: Nadia Jade – Marketing Manager. For enquiries contact: [admin@brisbanefestival.com.au](mailto:admin@brisbanefestival.com.au).

Please provide your CV including at least two referees, as well as a statement indicating how you meet the selection criteria listed. A cover letter is optional. Short-listed applicants should be available for interview after the application closing date. All applications are strictly confidential.

## APPLICATIONS CLOSE: TBC

*Research shows that while men apply to jobs when they meet an average of 60% of the criteria, women and other marginalised folks tend to only apply when they check every box. So, if you think you have what it takes, but don't necessarily meet every single point above, please still get in touch. We would love to have a chat and see if you could be a great fit.*

*Brisbane Festival is an equal opportunity employer committed to diversity in the workplace. Our vision is to have a team which reflects the breadth and diversity of Brisbane's population. Aboriginal and Torres Strait Islander People, LGBTQIA+, culturally and linguistically diverse applicants and people with a disability are encouraged to apply.*

## Privacy

The following is extracted from our Privacy Policy. If you wish to view the entire policy, please request a copy via the email address above.

### 3.3. Information for job applicants (including volunteers)

#### 3.3.1. Collection of your personal information

If you are applying for a job with us, you may be required to provide us with certain personal information, including your:

Name; Residential address; Postal address; Telephone numbers; Email address; Employment history; Educational background.

in person, over the telephone, by fax or email, as part of, or in relation to, your job application.

In considering your information, we may also collect information about you from the referees you nominate in your application.

### **3.3.2. Use of your personal information**

We will only use your personal information for the purposes of considering your application and, if successful, your employment.

### **3.3.3. Disclosure of personal information**

In considering your application, it may be necessary for us to disclose some of your personal information to third parties to verify the accuracy of that information. We will disclose only such information as is necessary in the circumstances.