
JOB SPECIFICATION

POSITION:	Marketing Coordinator Illuminate Adelaide
START DATE:	Monday 09 January
END DATE	Friday 25 August
REPORTS TO:	Head of Marketing and Communications Manager, Marketing and Communications
EMPLOYMENT TYPE:	Full Time

ILLUMINATE ADELAIDE is a celebration of art, light, music and technology, shining a light on Adelaide each July as South Australia's latest major winter event.

Welcoming people from all walks of life to experience a program of free and ticketed events by local, national and international artists and companies, Illuminate Adelaide takes over the city's streets, laneways and buildings to encourage city-wide exploration of all that Adelaide has to offer; driving and expanding visitation and embedding creativity and technology onto Adelaide's streets in the cooler winter months.

The event is presented by Illuminate Adelaide Foundation Ltd, under the curation and leadership of its Co-Founders and Creative Directors Rachael Azzopardi and Lee Cumberlidge. Illuminate Adelaide Foundation partners with SA-based company Arts Projects Australia for the management and presentation of the event.

JOB SUMMARY (not limited to)

The key purpose of this role is to support the Marketing Department by providing input and coordinating deliverables of the marketing campaign to reach key departmental and organizational objectives.

This includes website content management, execution of social and digital marketing (including community and engagement management), drafting e-communications, content creation, overall management of key marketing mix projects (such as event signage, merchandise orders and promotional activities), managing ticketing and invites for stakeholder events and providing administrative support to the publicity team.

KEY WORKING RELATIONSHIPS

Reporting to the Head of Marketing and Communications, but also directed by the Manager of Marketing and Communications, you will liaise with other event staff including Illuminate Adelaide Co-Founders and Creative Directors, Development, Programming and Production. In addition, you will also work with external artistic companies, government bodies, sponsors, cultural institutions, suppliers and other key stakeholders. A high level of communication with suppliers including agency, content creators and other key output suppliers will be required.

KEY RESPONSIBILITIES

- Provide support in the execution of outputs related to the marketing campaign including but not limited to eComms, social media, traditional advertising, website, print, outdoor, promotions, activations and in event signage and wayfinding
- Support the execution of the content strategy including content creation, photography and videography campaigns, advertising and copywriting across all outputs
- Coordinate delivery of bought media including briefing creative, internal approvals and asset supply to advertisers
- Liaise with designers, agency, media and other key suppliers with the view to maximize cost-efficient production and delivery of campaign materials on time and in line with Illuminate Adelaide's holistic vision
- With Management, coordinate the execution of online program of events including copywriter coordination, assets collation and delivery
- In consultation with Manager of Marketing and Communications, deliver the eComms strategy including writing and sourcing content, building assets and managing database
- In consultation with Manager of Marketing and Communications, deliver the social media strategy, including community management, writing and sourcing content and managing our content calendar
- Lead the curation and input of content on the Illuminate Adelaide website ensuring accurate and up to date information is available to the public at all times
- Ensure external website and listings promote Illuminate Adelaide with correct and up to date information, including South Australian Tourism Commission Data Warehouse
- Lead the delivery of signage / wayfinding planning (traditional and print deliverables) with direction by management

- Lead delivery and stock management of merchandise, staff credentials and uniforms as required
- Be a key conduit for associated event partners ensuring illuminate Adelaide brand style and guidelines are implemented across all outputs
- Support in the capturing and archiving of all marketing-related assets, including ensuring video and photography are captured and stored to support the event following 2023
- Overall provide administrative support and assistance to the department as required
- Provide administrative support to the local and national publicity team, including media kit preparation, reporting on media coverage and assisting with media ticket requests
- Other duties as reasonably directed that are consistent with the skills and experience commensurate with the responsibilities of this position
- Work collaboratively with the team to develop and implement plans to broaden and deepen engagement with stakeholder groups including assisting with the management and delivery of events where required
- Support the relationship with ticketing providers working collaboratively and assist in managing complimentary ticketing request approvals where required
- Coordinate planning and execution of cross promotional activations as directed by management
- Provide support in delivery of key marketing activity for development team

KEY SKILLSET

- Excellent written and verbal communications
- Demonstrated time management and attention to detail
- Ability to create, meet and maintain deadlines
- Ability to work autonomously and in a team environment
- Knowledge and understanding of the arts and entertainment industry - local and national
- Analytical, conceptual and problem-solving skills
- Excellent office administration and computer literacy skills, including demonstrated experience in Microsoft Office with a specific emphasis on Word and Excel

DESIRABLE

- Previous marketing experience and working within major events industry and destination tourism
- Experience with website content curation and navigation, including analyzing traffic results via Google Analytics
- Understanding of media buying fundamentals, creative briefing process and output delivery
- Event specific outputs including, signage / wayfinding, print media and other key event specific collateral creation
- High proficiency in managing organic social media platforms, including Facebook, Instagram and LinkedIn
- Experience with ticketing systems and processes
- Experience with email marketing for purpose of brand awareness and eCommerce objectives
- Experience working with paid digital advertising platforms such as Facebook Business Manager, Google Adwords and Spotify advertising
- Experience in using the Adobe Creative suite for image and video-based content creation (with particular focus on Adobe Premiere Pro and Adobe Photoshop)
- Intermediate graphic design experience will be looked on favourably, particularly experience working in Adobe Illustrator and Adobe InDesign to draft key marketing materials to advertising standards and specifications