
JOB SPECIFICATION

POSITION: HEAD OF MARKETING AND COMMUNICATIONS
Illuminate Adelaide Foundation

ENGAGEMENT: FULL TIME – FIXED TERM

REPORTS TO: CREATIVE DIRECTORS

COMMENCEMENT: SEPTEMBER 2022

ILLUMINATE ADELAIDE, a celebration of innovation, art, light, music and technology, is a new annual major event for South Australia presented in winter since 2021.

During July every year, Illuminate Adelaide takes over Adelaide's city streets, laneways and buildings with interactive installations, immersive experiences and performances. Implementing an entirely new event concept in South Australia, Illuminate Adelaide celebrates the convergence of future technology and creative industries.

This annual major event comprises a massive free program throughout key precincts of the Adelaide CBD as well as series of ticketed events from large scale immersive experiences in key venues to intimate exhibitions around Adelaide for the people of South Australia and beyond.

Co-Founders and Creative Directors **Rachael Azzopardi** and **Lee Cumberlidge** work in collaboration with the city's cultural, academic and science institutions, and work to feature key local and international artists and technologists, in addition to local artists and businesses and our own creative industry community.

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

Job Summary

A senior leadership role with this highly dynamic organization, the Head of Marketing & Communication leads the strategic and operational management of brand, public relations, marketing, and promotional activities of Illuminate Adelaide.

Key working relationships

The position reports to the Creative Directors and is a member of Illuminate Adelaide's leadership (senior management) team.

Develop excellent relationships with key Illuminate Adelaide stakeholders including audiences, media partner, local and international arts companies, businesses, tourism and government agencies associated with event marketing activity, precinct partners, corporate partners and Event sponsors.

Key functions

- In consultation with the Creative Directors, develop and manage the marketing, public relations and communications plans for Illuminate Adelaide consistent with the Event's strategic priorities, operational plans and budgetary requirements.
- Work closely with the Creative Directors to maximize positioning of Illuminate Adelaide in a strategic way, ensuring engagement with a broad range of stakeholders, media, the corporate sector, Government, patrons, other people of influence, and the general public.
- Manage the evolution and/or renewal of the brand identity for the event
- Establish key performance indicators for the achievement of both the broad PR and Communications Plan of the organisation and the yearly marketing and promotions plans and monitor progress against these indicators.
- Ensure the Event maintains innovative high-profile marketing / PR campaigns of the highest quality across a wide range of communication platforms targeting key local, national and international markets
- In consultation and working collaboratively with all members of the leadership team, develop and implement plans to broaden and deepen engagement with all stakeholder groups.
- Identify and develop strong relationships with people of influence across all sectors and activate these as advocates.
- To keep abreast of current industry trends at both a national and international level, and to ensure Illuminate Adelaide's standing and positioning locally, nationally and internationally.
- Achieve marketing revenue targets for the Illuminate Adelaide, including but not limited to revenue targets in the areas of box office sales, advertising, merchandise and other targets.
- Participate as a member of the leadership (senior management) team and provide leadership to the Illuminate Adelaide staff as a whole with regards to broader whole of organisational needs and priorities.

Key accountabilities

- Manage marketing revenue and expenditure budgets and targets and ensure that all financial and administrative elements are managed within agreed Illuminate Adelaide policies and procedures and comply with the Event's delegations and purchasing policies.
- Work closely with the programming department and the Creative Directors, to undertake detailed sales and budget forecasting, and ongoing monitoring and reporting against these targets.
- Develop, schedule and implement marketing, promotional and positioning campaign which incorporates (but is not limited to) the following components: advertising, promotions, online/digital technology, direct marketing, signage, publicity and printed collateral.
- Working with the Creative Directors and senior management team to help manage overall stakeholder management for the Illuminate Adelaide, in close consultation with the Creative Directors considering the needs of other operational areas, especially those of Development (Sponsorship) and Philanthropy.
- Ensure a process of evaluation, assessment and learning to ensure continual improvement processes are in place that supports Illuminate Adelaide's culture as a progressive organisation.
- Manage Marketing and Publicity department staff, contractors (including where appropriate national and/or international publicists) and volunteers; adhering to recruitment, induction and performance management procedures of the Illuminate Adelaide. Undertake yearly reviews of all ongoing departmental staff.
- Maintain processes and procedures as appropriate to ensure smooth delivery of all elements of the program.
- Work closely with senior staff members across the Illuminate Adelaide to find ways to identify and maximise cohesive opportunities for all elements of the Illuminate Adelaide Program
- Be familiar with and adhere to all Illuminate Adelaide policies and procedures including WHS requirements.
- Attend the fortnightly staff meetings and fortnightly management meetings, and/or providing written marketing reports as appropriate.
- Prepare a debrief report at the conclusion of each Event including future recommendations.
- Prepare and provide relevant information for sponsorship, government and grant acquittals and the Illuminate Adelaide annual report.

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- In consultation with the Creative Directors and management team, contribute to the development and servicing of other government grants for the Event, and prepare reports as required.
 - Actively engage with disability cultures and communities and assist the Illuminate Adelaide to maintain and further develop a national leadership position regarding broad arts access and inclusion.
 - Liaise with designers, agencies and suppliers with the view to maximising cost-efficient production and delivery of campaign materials.
 - Develop, oversee and deliver merchandising products and nightly programs.
 - Identify and manage contra sponsorships from all media and marketing suppliers including their contractual arrangements and ensure appropriate delivery.
 - Identify, develop and manage relevant external marketing and promotional partnerships that support the Illuminate Adelaide's objectives.
 - Develop and implement a tourism marketing program in conjunction with the SA Tourism Commission and associated operators and liaise with SA Tourism Commission and other similar stakeholders with regards to national and international opportunities to meet the international and international visitation objectives of the Illuminate Adelaide.
 - Liaise with tourism, hospitality and industry bodies toward logistical support and promotion of the Event.
 - Ensure the collation and archiving of suitable photographic and other marketing materials representing each Event.
 - Ensure the proper acquittal of all marketing-related grants providing relevant statistical information.
 - Ensure the proper collation of all marketing-related statistical information and trends, and review and analyze such information in relation to making recommendations for future improvements to processes, systems or other operations where appropriate.

Leadership, People & Culture

- Be an active member of the senior leadership team and assist the team with the implementation of plans and objectives in line with the Event's overall vision and artistic goals.
- Represent Illuminate Adelaide at appropriate industry forums and networking opportunities
- Participate in Illuminate Adelaide's Strategic Management plans and contribute to strategic leadership and organisational planning across the Event

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- Participate in performance evaluations of departmental staff; review achievement of KPIs post Event and prepare reports for the Creative Directors
 - Participate in continuous improvement activities by conducting regular assessments of processes and incorporating learning into development plans.
 - Implement initiatives that maintain a leadership position on broad arts and creative Industries access and inclusion.
 - Adhere to and comply with Illuminate Adelaide policies and procedures including WHS requirements.

PERSON SPECIFICATION

Key competencies

- Successful track record in achieving box office targets and maximizing attendances in the live performing arts or entertainment industries.
- Successful track record in brand and product marketing.
- Extensive experience in the areas of market research and customer service.
- Excellent knowledge of South Australian, interstate and national media networks.
- Excellent knowledge of Australia's arts, tourism and Creative Industries.
- Excellent negotiation skills and extensive experience in negotiating fees and contractual arrangements.
- Proven track record in financial management and the ability to establish and maintain associated business systems relevant to marketing and sales.
- Excellent strategic planning, research, analysis and reporting skills.
- A collaborative and flexible approach to problem solving and information sharing.