

## Shepparton Arts Festival Inc. (SF)

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## Position Description

Independent Sub-contractor

## Media and Marketing Coordinator

**Service Requirements:** Media and Marketing Coordination for Shepparton Festival.

**Contract Duration:** November 11 2024 – May 10 2025, inclusive.

**Fee for Services:** \$10,000

**Hours:** Work is expected to be completed in roughly 1 - 2 days per week on a flexible basis. There will be peaks and troughs in the workload throughout the contracted period, which will be managed by the contractor. Work outside office hours may be required.

**Location:** Shepparton

**Reporting to:** Festival Director (FD)

### THE ROLE

The contractor is responsible for supporting, developing and implementing all aspects of Shepparton Festival (SF) media and marketing activities. They will develop and implement marketing and communication strategies, campaigns and ensure SF's effective promotion. Reporting to the Festival Director (FD), the contractor will be an integral part of a small team working to deliver the strategic and operational outcomes of SF.

### MAIN DUTIES / RESPONSIBILITIES

Coordinate all marketing activities for the 2025 Shepparton Festival ensuring alignment with the organisational goals and objectives.

Utilise a range of marketing initiatives including traditional print advertising and digital channels.

Proactively identify and organise various media opportunities through a variety of media formats.

Create a comprehensive media plan for submission to the Shepparton Festival Committee and key stakeholders.

Write media releases and a media kit.

Develop copy and oversee content development for all marketing assets including; print, social media and direct emails.

Liaise with graphic design support to contribute to all designed assets.

Evaluate and report on the results of various campaigns.

Identify innovative marketing ideas for the Shepparton Festival, this may include an audit of what has and has not worked previously.

### **Working as part of the Shepparton Festival Team:**

Liaise with Shepparton Festival Administration Assistant and Festival Director to coordinate receipt of copy and content for marketing assets.

Provide FD with a fortnightly update on work.

Perform other tasks as identified and agreed upon with the FD.

### **SKILLS & EXPERIENCE**

Excellent interpersonal, written, and verbal communication skills.

Proficiency in:

- Marketing platforms including social media, MailChimp, and website management
- Microsoft programs (specifically OneDrive, Outlook, Word & Excel)

Ability to work collaboratively with various stakeholders

Proven experience in a marketing role or similar.

Previous experience in:

- a community organisation;
- a not-for-profit organisation;
- events; or
- an arts organisation.

### **PERFORMANCE GOALS**

Work unsupervised and prioritise workload to meet deadlines.

Grow Shepparton Festival's media and marketing reach.

Approach problem-solving collaboratively and flexibly.

Deal with all Shepparton Festival stakeholders and other personnel in a warm, friendly and professional way.

### **CONDITIONS OF CONTRACT**

This is an Independent Contractor Agreement commencing September 2024.

Option to work flexible hours at home or in the Shepparton Festival Office, however attendance is expected at regular team meetings in the Shepparton Festival Office, especially during peak times.

As an independent contractor, you must have an ABN, a Working with Children check, relevant insurances, and supply your own mobile phone, transport, internet, and computer.

Submit monthly invoices to the FD during the first week of each month, along with a timesheet outlining time spent and tasks performed.

While carrying out work for SAFI, the contractor is expected to uphold the values of SAFI and will be required to agree to SAFI's Code of Conduct, all Policies and Procedures.

## **SELECTION CRITERIA**

Demonstrates an understanding of SF's overall purpose and design direction.

Demonstrates a clear understanding that the applicant will lead the development and implementation of the 2025 branding, media strategy and public relations, in consultation with the SF team.

Demonstrates competencies in the use of traditional and social media to reach both broad and specific segments of the community representative of the diversity of Shepparton.

Proven ability to network and manage relationships with key stakeholders

High level of self-motivation and problem-solving ability, excellent time management and organisational skills.