



## POSITION DESCRIPTION

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| <b>Position title:</b>        | <b>Head of Marketing and Partnerships</b>   |
| <b>Reports to:</b>            | Festival Director   |
| <b>Direct reports:</b>        | Seasonal marketing and ticketing staff  |
| <b>Salary:</b>                | \$115,000, plus superannuation.   |
| <b>Commencement date:</b>     | By November 2024 (preferred).   |
| <b>Employment Basis:</b>      | Full time (38 hours plus reasonable extra hours), 2-year contract. Flexible work arrangements can be discussed. Time off in lieu applies for weekend Festival work. |
| <b>Employment Conditions:</b> | A six-month probation period applies.   |
| <b>Employment Benefits:</b>   | 20 days annual leave is provided.   |
| <b>Location:</b>              | The position is located in The Wheeler Centre for Books, Writing and Ideas at 176 Little Lonsdale Street, Melbourne, Victoria 3000.                                 |

### Background

Established in 1986, Melbourne Writers Festival designs and delivers an annual festival (in recent times in May) featuring literary award winners, pop culture icons, trusted journalists and exhilarating new voices.

Its objective is to bring readers and writers together to be inspired, challenged and thrilled by an intelligent, rousing and diverse program of books and ideas. We provide the inspiration and framework for vital, timely conversations that expand the worldviews and reading lists of our audiences, while launching and transforming the careers of writers. MWF is a singular moment in time, where this City of Literature's thoughtful citizens can gather to celebrate their favourite past-time: reading.

Featuring internationally renowned and leading Australian writers and anchored by our First Nations curators, the Melbourne Writers Festival has a focus on contemporary literary fiction, along with non-fiction writers, thinkers, and commentators.

In addition to our reader-focused events, the Festival also delivers a program of professional and creative development workshops for writers. There is also a MWF Schools Program that occurs in May.

The Board oversees the governance and strategic direction of MWF. MWF is a not-for-profit incorporated organisation funded by box office and other earned income; state, local, federal and international government funding; sponsorship, donations and fundraising.

## **Our people**

Our Festival Director Veronica Sullivan commenced with MWF in August 2024 and reports to the Board. A full-time General Manager is currently being recruited. Other contract staff supplement MWF's staff in the months leading up to the festival, at which time a large group of committed volunteer staff also support the Festival's delivery.

## **Role Summary**

The Head of Marketing and Partnerships works to plan and deliver the marketing and communications function of the organisation year-round, including the annual Festival marketing campaign. Over the course of the year, they manage seasonal marketing staff.

The role is responsible for driving box office revenue through exceptional marketing and communications, digital marketing, and campaigns. They support the Festival Director to ensure key stakeholder relationships are fostered and sustained to the highest level, including with media partners, sponsors, corporate partners and programming partners.

The Head of Marketing and Partnerships devises and develops the Festival campaign strategy, workflow and delivery. They design marketing activity including the Festival's content marketing, EDMs and social media campaigns. They use their excellent organisational skills to manage a year-long marketing and promotion schedule that will be executed in part by seasonal marketing staff over the Festival campaign period.

The role oversees the Festival's advertising and signage; as well as coordinating design, production and distribution of the printed Schools' Program, printed Festival Program, and electronic publications. This role includes the design and production of additional collateral that the organisation requires over the course of its year-round activity (such as advertorials and reports). The role is also responsible for the ongoing management of the Festival website and ticketing integration. They will contribute to an organisational culture that is efficient, collaborative, strategic, inclusive and ambitious.

## **Core Duties**

### **Marketing and Brand Strategy**

- Drive the delivery of MWF's brand and Festival identity, reputation, positioning and profile.
- Develop and execute MWF's Festival and schools program marketing strategy.
- Oversee MWF's brand and style guidelines.
- Monitor and develop MWF's website and digital channels.
- Work across the organisation to support integrated methods and processes, to achieve an excellent year-round marketing and communications function.
- Devise strategies which reach MWF's box office targets.

### **Partnerships**

- In collaboration with the Festival Director, build partnerships and leverage marketing opportunities with partners and sponsors, and ensure all agreed benefits are delivered.

- With support from the Festival Director, secure and manage media partnerships which benefit the Festival.
- Manage marketing stakeholders including agencies and suppliers, media partners, creative agency, and digital agency.
- In collaboration with the Festival Director, work with the PR agency to achieve positive media coverage for MWF.
- Support the Festival Director to secure partnerships with corporates and larger organisations which drive revenue for MWF.
- Secure and manage in-kind partnerships and advertising partnerships.
- In collaboration with the Festival Director, develop partnership and sponsorship proposals and approach prospective partners and sponsors.
- With the Festival Director, steer stakeholder reporting.

### **Marketing and Communications**

- Develop and deliver comprehensive, integrated, cross-platform marketing and communications campaigns that engage and develop audiences.
- Oversee all MWF marketing and digital content including EDMs and social media channels, ensuring consistent and compelling messaging.
- Work with the Festival Director to ensure fundraising appeals and asks are well-coordinated through appropriate and regular communications.
- Drive delivery of the annual report each year.

### **Campaign Management**

- Lead on the design delivery of MWF's marketing materials, in particular the printed program and website.
- Oversee MWF's Festival and Schools' campaigns to ensure box office targets are met.
- Create and deliver out-of-season event sales campaigns.
- Work collaboratively with contract ticketing staff to ensure positive sales experiences for customers and drive box office revenue.
- Manage the development of online audience surveys to measure satisfaction and report on campaign findings.

### **Budget Management**

- Manage marketing budgets with the support of the Festival Director and General Manager.
- Monitor and analyse box office sales.
- Evaluate and report on marketing activities and outcomes against organisational KPIs, including for Board reporting purposes.

### **General**

- Develop and oversee the implementation of market research projects as required.
- Assist with recruitment and manage contract marketing and ticketing staff, as well as freelancers such as photographers, copywriters and podcast producers.
- Actively contribute to upholding best practice cultural safety for all MWF staff, artists, volunteers, audiences and other stakeholders.
- Engage fully in the Festival, which may include extended hours and expanded duties during the Festival period.
- Other responsibilities as required by the Festival Director.

### **Key Selection Criteria**

1. Demonstrated senior marketing and communications experience, developing and executing audience and sales strategies within a dynamic and competitive arts or creative industry.
2. Excellent interpersonal and stakeholder management skills with a proven ability to build strong, collaborative relationships with colleagues, sponsors and industry partners.
3. Strong financial acumen and analytical skills including budget management, sponsorship negotiation, revenue generation and performance reporting.
4. A strategic and creative thinker with demonstrated capacity to build, manage and work as part of a small team, meeting deadlines and maintaining a collaborative, respectful and inclusive attitude even under pressure.
5. Evidence of digital literacy skills across website, data analysis, social media, EDMs, CRM and ticketing platforms.
6. A deep understanding of and passion for the Australian arts and literature landscape, and for the work of Melbourne Writers Festival.

## **Application Process**

Confidential enquiries about the role can be made to Veronica Sullivan, Festival Director, at [veronica@mwf.com.au](mailto:veronica@mwf.com.au).

Interviews will take place in the week commencing 30 September.

**Closing date:** 12pm AEST, Monday 23 September 2024.

### **Applications:**

Must include the following 3 documents as a single PDF:

- A cover letter outlining your interest in the role.
- Responses to each of the key selection criteria that demonstrate your experience, with examples.
- A current resume, including three referees.

**PLEASE NOTE:** Referees will not be contacted without prior agreement.

### **Application Format:**

- Please combine your application into a single PDF document, with the filename 'Last Name First Name – Head of Marketing and Partnerships'.
- Applications should not exceed 6 pages in length.
- Applications should be submitted by email only to [recruitment@mwf.com.au](mailto:recruitment@mwf.com.au)
- Late applications will not be accepted