

HEAD OF MARKETING AND PARTNERSHIPS POSITION DESCRIPTION 2025

Position title:	Head of Marketing and Partnerships
Reports to:	Festival Director
Direct reports:	Seasonal marketing and ticketing staff
Salary:	\$110,000-120,000, plus statutory superannuation.
Employment Basis:	Full time (38 hours plus reasonable extra hours), 2-year contract.
Employment Conditions:	A six-month probation period applies.
Location:	The position is located in The Wheeler Centre for Books, Writing and Ideas at 176 Little Lonsdale Street, Melbourne, Victoria 3000.

Background

Melbourne Writers Festival brings writers and readers together to be inspired, challenged and thrilled by an excellent, creative and surprising program of events celebrating books and ideas.

Since 1986, we have entertained hundreds of thousands of readers as the flagship annual writers festival of our UNESCO City of Literature. MWF ignites conversations across Melbourne and inspires curiosity and connection.

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. Through the annual MWF Schools program, we support the next generation of young readers and writers.

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 Team

MWF's core year-round team is led by a Festival Director who reports to the Board, supported by a full-time General Manager, a part-time Senior Development Manager, and the Head of Marketing and Partnerships. The Board oversees the governance and strategic direction of MWF.

A full-time Marketing Coordinator supports and reports to the Head of Marketing for the six months prior to the festival. Experienced contract staff join the MWF team in the months leading up to the festival to oversee ticketing, production, front of house and volunteer management. Casual front of house and production staff and a team of committed volunteers support the Festival's delivery in May.

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 including the Marketing Coordinator and Ticketing Manager.

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. They negotiate, manage and execute partnership agreements with cultural, programming, media, corporate and education 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.

Key responsibilities

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 and Senior Development Manager, drive partnerships and leverage marketing opportunities with partners and sponsors which generate revenue for MWF, and ensure all agreed benefits are delivered.
- Using knowledge of the media landscape and insights from previous campaigns, collaborate with the Festival Director to 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, develop, negotiate and execute partnership contracts.
- Support the Festival Director and Senior Development Manager to identify prospective corporate sponsors and develop sponsorship proposals.
- Support the Senior Development Manager to deliver annual 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.
- In collaboration with the Festival Director, work with the PR agency to achieve positive media coverage for MWF.
- Work with the Festival Director and the Senior Development Manager 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 festival brand identity, program guide 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 additional duties during the Festival period.
- Other responsibilities as required by the Festival Director.

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, partnership 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.

Desirable

1. An understanding of and passion for the Australian arts and literature landscape, and for the work of Melbourne Writers Festival.
2. Experience with any of the following programs: AirTable, Campaign Monitor, Ferve Tickets, Google Analytics, Meta Ads Manager, Adobe Creative Suite.

Further information

Employment is subject to a six-month probation period.

Flexible work arrangements can be discussed. Time off in lieu applies for weekend Festival work.

Employees at Melbourne Writers Festival have access to an Employee Assistance Program.

All MWF staff are required to hold a current Working with Children Check.

Melbourne Writers Festival is an Equal Employment Opportunity Employer.

MWF is committed to diversity and inclusion and aspires to be reflective of our broader community. We encourage applications from First Nations people, those who are culturally and linguistically

diverse, the LGBTQIA+ community, and people with disability or who are D/deaf. MWF will consider flexible working options and reasonable adjustments for applicants with disability.

Application Process

Confidential enquiries about the role can be made to Veronica Sullivan, Festival Director, at veronica@mwf.com.au.

Interviews will take place in the week commencing Monday 22 September.

Closing date: 12pm AEST, Monday 15 September.

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 consultation.

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 addressed to Veronica Sullivan, Festival Director and submitted by email only to recruitment@mwf.com.au.
- Late applications will not be accepted.