

POSITION DESCRIPTION

Position title	Digital Marketing Coordinator
Employer	Melbourne International Comedy Festival
Reports to	Marketing & Partnerships Director, working with and under the direction of the Marketing Campaigns Manager and Social Media Specialist
Full time equivalent	Full time (6/1/25 – 25/4/25) 3 days per week (28/4/25 – 16/5/25)
Position reports	n/a
Contract duration	6 January 2025 – 16 May 2025

Melbourne International Comedy Festival

Melbourne International Comedy Festival is one of the world's great comedy festivals and one of Australia's largest and most loved cultural events.

Conceived to promote the comedic arts in Australia, Melbourne International Comedy Festival has earned its global reputation through creative, eclectic programming. The organisation is active year-round with the presentation of the annual four-week festival complemented by national and international touring, education programs and artistic development activities.

The Festival values and encourages inventiveness, diligence and respect for all. Melbourne International Comedy Festival staff contribute as a team to the production of the Festival and have the opportunity for input in a variety of areas. An ability to communicate effectively and collaborate in a way that enables efficient and professional delivery of all aspects of the Festival's operations is essential.

The Melbourne International Comedy Festival is an equal opportunity employer.

Position objectives

The Digital Marketing Coordinator will work as part of the Festival's marketing and partnerships team to deliver online campaigns to support the Melbourne International Comedy Festival's marketing objectives. Being social savvy, the role will be responsible for the delivery of social media activity for Development Programs (Class Clowns, Deadly Funny and RAW Comedy) and provide support to deliver the Festival's content plans across Facebook, Instagram, TikTok, YouTube and more. The Digital Marketing Coordinator will create content for the Festival's social channels, and caption and clip videos for distribution across online platforms.

The role will be responsible for the delivery of paid social media and digital campaigns, driving ticket sales for Festival produced events, including monitoring, adjusting and reporting. This role will also actively contribute to ensuring content on the Festival website is updated regularly and, as a member of the marketing team, contribute and assist where required across all marketing activities.

Key relationships

Internal

- Marketing & Partnership Director, Marketing Campaigns Manager and Social Media Specialist
- Festival Director and Executive Director
- Festival Producers
- Ticketing, finance, technical and venues teams

External

- Contractors and service providers, particularly designers and media buyers
- Arts industry peers and promotional partners
- Festival artists and producers

Key Responsibilities

Social Media

- Take a leading role in the development and delivery of social campaigns for the Festival's Development Programs: RAW Comedy, Class Clowns and Deadly Funny (Facebook and Instagram).
- Support the Social Media Specialist in the delivery of the Festival's content plan across brand channels (Facebook, Instagram, TikTok, YouTube, Threads, LinkedIn and X/Twitter).
- Working with the marketing and partnership team, contribute to the development of social media initiatives and ideas, to influence audiences and deliver impact and reach.
- Coordinate the Festival's photo archive, including uploading the Festival's daily Facebook/Instagram photo galleries.
- Report and analysis social media activity and content performance, providing insights and recommendations.

Video, Photography & Graphic Design

- Clip, watermark and caption Festival produced video content for distribution across the Festival's social channels and as part of paid campaigns.
- Design and produce marketing content for social media and digital use.
- Assist the Social Media Specialist where required in the creation, production and execution of original video and digital content.
- Undertake photography at Festival events as required for social use.

Campaigns

- Working with the Marketing Campaign Manager and Producers, provide input into the development of marketing initiatives and strategies for Festival produced international artist campaigns and special events for both the Festival season and interstate tours.
- Initiate, develop and implement promotional ideas for Festival produced events, including, but not limited to, cross-promotions with relevant partners and organisations (and other below the line activities) to support the Festival's marketing objectives and increase ticket sales for specific international artists (including conducting research into marketing to a specific community or interest group).
- In consultation with the Marketing Campaigns Manager and Producers, coordinate the delivery of paid social media campaigns for Festival produced artists, interstate tours and other special events, monitoring and optimising to ensure impact.
- Design and resize advertising creative for online campaigns for international guest artists (working from approved base artwork and existing creative) in particular for display and social ad campaigns.
- Take a lead in delivering the full marketing campaign for the Festival's RAW Comedy heats in Melbourne and Sydney to drive ticket sales, including liaising with venues co-presenters.
- Analyse and report on campaign activity – adjusting strategies where necessary to improve campaigns and boost specific shows (including monitoring reviews, news, awards etc.).
- Support the Marketing Campaigns Manager in the management of the Festival's interns as required.
- Working with the marketing and partnership team, maintain and update the Festival's websites including content development and management through the website's CMS.

General

- Prioritise and balance competing work priorities to ensure internal and external stakeholder approvals are obtained in a timely manner, and the goals identified by the Festival's marketing plan are met.
- Work with marketing and partnership team in a way that promotes full participation as members of the Festival team, engenders corporate loyalty and builds an understanding of and enthusiasm for the culture of the arts and the needs of artists.
- Provide a warm and welcoming service to our audiences, corporate supporters, colleagues, performers and producers.
- Submit a written report on completion of the contract summarising achievements, challenges, recommendations, data and statistical information and file paths to key documents for the role.
- Represent the Melbourne International Comedy Festival publicly as required including at corporate level and amongst our industry peers.
- Attend office during regular office hours as well as at other times as instructed or required.
- Other duties as reasonably required from time to time by the Festival Director and Executive Director.

Selection criteria for the position

1. Experience in managing social media platforms for business purposes, including audience engagement, day-to-day content delivery, analysis and reporting.
2. Experience in delivering effective and creative marketing strategies, particularly related to the promotion of events, performing arts, music and/or festivals.
3. Fundamental graphic design skills and video editing experience (across the Adobe Suite) – with the ability to create designed content for social media and digital applications with quick turnarounds.
4. Keen attention to detail and demonstrated ability to write creative and effective content.
5. Strong scheduling and timeline management skills, with the ability to anticipate, recognise and adhere to deadlines.

Personal attributes and desired experience

- Strong communication and collaboration skills.
- Highly organised, with the ability to work efficiently and calmly under pressure in a busy environment.
- A can-do attitude and ability to work effectively with variety of stakeholders.
- Ability to be self-directed, and to take direction and work as part of a team.
- Willingness to work in a festival cycle that involves work outside standard business hours.
- Patience, energy and a sense of humour.

INHERENT PHYSICAL REQUIREMENTS

Position: Digital Marketing Coordinator
Primary Actions: Administration, office/workstation/venue-based tasks, moderate hours on feet for event and venue attendance Secondary Actions: Manual handling – low to medium frequency and volume
Additional notes (varies depending on position): Stakeholder communication and support, screen-based activities, travelling to multiple venues

Sitting			X	
Standing			X	
Walking			X	
Steps or stairs (MICF office and venues)			X	
Squatting or kneeling		X		
Bending or twisting		X		
Working with hands above shoulder height, reaching forwards or sideways		X		
Gripping or grabbing		X		
Fine hand coordination (computer typing)			X	
Eye coordination (computer screen)			X	
Lifting floor to waist, waist to height			X	
Lifting above shoulder height		X		
Carrying		X		
Pushing or Pulling		X		
Shift Work/Long hours		X		
Driving (as part of position)	X			

Training	Adequate training for appropriate lifting techniques
Resources	Information on posture, breaks and exercises
Trolley	To transport medium to heavy items
Portable step ladders	To access shelves above shoulder height
Staff support	Recruit team members to assist maneuvering an object
Ergonomic support	Options for ergonomic furniture if appropriate