

Brisbane Writers Festival: Marketing Manager

ROLE DESCRIPTION

TITLE	Marketing Manager
HOURS	Full Time, 38 hours per week
SALARY	\$75,000 annual salary (plus superannuation)
REPORTS TO	Chief Executive Officer
KEY RELATIONSHIPS	CEO, Head of Programming, Operations and Special Events Manager Youth Program Manager, suppliers/contractors, media and marketing partners and stakeholders
DIRECT REPORTS	Publicity Agency Creative Agencies
CONTRACT TERM	8 month contract

KEY RESPONSIBILITIES

Strategy and Leadership

- Develop, implement and evaluate an strategic marketing and communications plan to promote BWF's 2023 program of activities, grow audiences and achieve ticket sales to annual budget targets
- Develop and lead implementation of BWF brand and brand values with support from the CEO
- Provide strategic input and support for the development and implementation of BWF's market research and audience development strategies
- Provide strategic advice and consultation to the CEO and BWF Team regarding audience segments and program opportunities
- Lead development and implementation of BWF's customer service strategy with policy support from the CEO
- Manage BWF's marketing and communications budget, in consultation with the CEO
- Provide scope and strategic advice for external profiling opportunities for raising the profile of BWF
- Maintain knowledge of changing marketing and communications trends, new technologies, and tools

Ticketing & Audience Development

- Drive marketing campaigns and sales strategies to sales targets
- Report on and develop BWF's audience and potential customer segments through the management and analysis of ticketing and customer data
- Develop and oversee ticketing strategies in collaboration with the CEO
- Manage and oversee e-ticketing systems in consultation with CEO
- Oversee communication pricing, ticketing and refund policies and customer service standards

Brand, campaigns and BWF platforms

- Develop and deliver strategies and tactics to achieve BWF's marketing goals and engage new and existing audiences in response to audience research and segmentation
- Lead the development of exciting and creative artwork which reflects the BWF brand, in collaboration with creative agencies and partners
- Manage BWF's marketing campaigns for the main festival and bookend events, including the timely production and delivery of advertising, signage and promotional collateral across all platforms
- Assist the CEO in developing and managing strategic media and marketing partnerships
- Manage the production of Brisbane Writers Festival and Word Play program brochures including overseeing design, content, production and distribution
- Manage and monitor all BWF platforms including ticketing, website, EDM, and social media
- Manage digital strategy and ensure adherence to brand and message



- Manage the external Publicist to implement publicity campaigns to increase reach of BWF Festival campaigns
- Manage media relations for bookend events and announcements outside of Festival dates
- Develop and implement communications risk management plans as required

Evaluation and Reporting

- Prepare reports and updates to the CEO and Board as required
- Participate in budget reviews and provide up-to-date reports
- Track and report on return on investment on marketing strategies and tactics

Team Management & Collaboration

- Manage the performance of the external Publicist
- Manage interns and volunteers assigned to the marketing team
- Work with the Program Manager to ensure timely delivery of program content and provide advice on marketing opportunities around content
- Support the CEO to build partnerships and leverage marketing opportunities with Partners and Supporters
- Support the CEO to deliver strategic communications to increase philanthropic support

Other

- Attend meetings, receptions and events as an BWF representative as required
- Adhere to and demonstrate BWF's brand values and code of conduct

KEY SKILLS

Essential

- Strong written and oral communications skills across a diversity of formats, contexts and content
- Very high attention to detail
- Meticulous organisational skills, and excellent time management
- Minimum two years' experience in marketing role in an arts organisation or creative industry

Desirable

- Tertiary qualification in marketing, communications or related field
- Minimum two years' experience in event production