

**Marketing & Box Office Coordinator
Brisbane Writers Festival**

ROLE DESCRIPTION

TITLE	Marketing & Box Office Coordinator
HOURS	3 days per week Some afterhours work may be required Must be available to work fulltime during the Festival period.
SALARY	\$50,000 per annum (pro rata plus superannuation)
REPORTS TO	Marketing Manager
KEY RELATIONSHIPS	Marketing Manager Artistic Director and CEO Development Manager Volunteers Coordinator Content and Engagement Team
CONTRACT TERM	Until 30 September 2019

KEY ACCOUNTABILITIES

Digital Marketing Support

- Support the Marketing Manager to implement creative digital marketing and communications strategies that align with the BWF brand and Festival program aims.
- Manage social media strategy implementation including Facebook, Twitter, Instagram, blog and other channels.
- Create high quality content as required.
- Creation and distribution of regular EDMs including sourcing and creating content adhering to brand culture and message.
- Update event content on the website and in ticketing system as directed.
- Support monitoring and evaluation of digital channels and generate reports from Analytics as directed.

Website Development Support

- Support the Marketing Manager to liaise with website developer and design agency.
- Support the Marketing Manager to ensure smooth integration of ticketing data into the UPLIT website.
- Support the Marketing Manager to create regular updates and brand aligned content for website as directed.

Collateral Development and Distribution

- Support the Marketing Manager to ensure content for print programs is edited and supplied to print contractors in a timely manner.
- Support the Marketing Manager to create coordinate print and digital collateral for campaigns and events as required.
- Support the Development Manager to coordinate relevant stakeholder communications and collateral as required for various campaigns.
- Coordinate mail outs as required, including volunteer management.
- Liaise with contractors and advertisers as required.

Box Office Coordination

- Support in maintaining and updating databases.
- Support the Development and Marketing Manager to facilitate VIP passes and complimentary ticket offers appropriately.
- Manage sales related customer enquiries, via phone, online and in-person, during sales periods.
- Understand and implement quality controls through strict adherence to customer service and privacy policies.
- Assist with management of Word Play, Love YA and BWF sales including end to end processing of bookings, liaising with the Administrators and Bookkeeper where appropriate to ensure adherence to financial process and procedure.
- Support the Marketing Manager to create and implement box office sales processes, including managing relevant booking forms and formats, volunteer logins, and patron enquiries.
- Provide up-to-date reports on session sales and capacity to the Marketing Manager as required.
- Assist with volunteer training and management.
- Ensure that sales volunteers are appropriately supported in the box office during the Festival. This may include:
 - Relieving volunteers who are handling difficult customers or customer complaints;
 - Ensuring volunteers have the appropriate resources to process sales and deal with customers correctly.

General Duties

- Assist at Festival related events such as launches and VIP events as required.
- Be available to work fulltime during the Festival – weekend work will be required during the Festival and may be required in the lead up.
- Other duties as directed by the Marketing Manager.

The Person

UPLIT is offering a talented marketing and sales professional with experience in delivering effective digital campaigns the opportunity to support the implementation of campaigns across a range of Brisbane Writers Festival programs and events in 2019. This dual role requires experience coordinating box office priorities and supporting the implementation of a marketing and communications strategy. BWF is an inclusive organisation and strongly encourages Aboriginal and Torres Strait Islander and Culturally and Linguistically Diverse applicants to apply.

Key characteristics

- Strong work ethic and ability to work under pressure.
- Passion for exceptional customer service, excellent interpersonal and communication skills, and a meticulous eye for detail.
- Demonstrated ability managing a responsive, accurate and positive box office environment for both employees and customers.

Attributes

- Demonstrated understanding of active promotion and up-selling while developing positive customer relationships.
- Willingness to collaborate with and support intersecting priorities of various departments to ensure a successful campaign delivery.
- Ability to develop a comprehensive understanding of Brisbane Writers Festival's programs including artists and venues (once employed).

Selection Criteria

- Demonstrated experience driving sales and engagement through creative digital campaigns.
- Demonstrated intermediate graphic design experience using Adobe Photoshop, Illustrator and InDesign is essential.
- Demonstrated experience working with a CMS.
- Demonstrated experience with online sales platforms, ticket sales and Box Office Management systems.
- Demonstrated experience providing quality customer service in a high-pressure environment.
- Demonstrated ability to work as part of a team under pressure towards achieving excellence.
- High-level written communication skills.
- Previous experience in an arts organisation will be highly regarded.
- IT proficiency (UPLIT works with various online systems including Google Analytics, MS Office, Office365, MailChimp, Survey Monkey, and online databases and record keeping systems).

Desired:

2+ years digital marketing and copywriting experience.

1+ year(s) experience in a box office coordination position.

Application Process

To apply for this role, please email the following to the Marketing Manager, Amy Hyslop on amy.hyslop@uplit.com.au:

1. A 1 page covering letter addressing the selection criteria and your appropriateness for the role;
2. A current resume;
3. Contact information for 2 referees (name, title and organisation, relationship to the applicant and contact phone number and email address).

The closing date for application is Friday 17 May 2019. All short-listed candidates will be contacted by phone or email. We regret that we are unable to reply to unsuccessful applicants.

Thank you for your interest in working with Brisbane Writers Festival. We look forward to receiving your application.