



## **POSITION DESCRIPTION**

**POSITION:** Social Media & Content Coordinator

**LOCATION:** Level 1, 303 Marrickville Road, Marrickville, NSW 2204.

**REPORTS TO:** Marketing and Communications Manager

**REMUNERATION:** \$65,000 per annum, including superannuation (prorata)

**STATUS:** 5 days a week, fixed Term contract

**CONTRACT:** Start date ASAP, until 29<sup>th</sup> September 2023.

The Sydney Fringe working hours are 9am-5pm Monday-Friday. The hours for this role will vary during the Festival period (during event activation) with evening and weekend hours required.

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## **About Sydney Fringe**

The Sydney Fringe Incorporated is a cultural industries organisation and advocacy group for the live arts and music sectors. The Sydney Fringe Festival was established in 2010 [www.sydneymfringe.com](http://www.sydneymfringe.com) and has received widespread industry support and engagement from the artistic community. In 2022, following two years of cancellation due to the Covid-19 pandemic, 2181 artists were featured in 525 events across all disciplines in 84 venues.

Assisting artists is at the forefront of everything we do. The Fringe offers a professional platform from which emerging, early career and professional artists can promote their work to new audiences. The Fringe strives to ensure that all artists have a wonderful Fringe experience. We believe that Sydney's independent artists are what make this city so great, and as such we are dedicated to promoting the independent sector to Sydney's mainstream audiences.

To create a terrific Fringe experience for artists it is vital that care is also taken to maintain venue relationships and strive for audience satisfaction. The Sydney Fringe team goes to extreme lengths to ensure that audiences, artists and venues have a successful festival experience; this is the essence of what makes the Sydney Fringe so unique and is essential to the success of our festival.

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## **Our Values**

Expression; Access; Connection; Integrity; Excellence

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## **Role Description**

The social media & Content Coordinator is responsible for creating amazing social content, scheduling posts, and supporting the delivery of the marketing campaign for the annual Festival. This role works with the Marketing & Communications Manager, Marketing & Partnerships Coordinator and closely with the Senior Producer and the Designer.

## **Key Responsibilities and Duties**

Coordination and delivery of the Festival Marketing Strategy and reporting on its successes under the direction of the Marketing & Communications Manager.

Plan and deliver innovative marketing and promotional campaigns for individual productions, events, venues, and Festival initiatives, with a focus on high levels of artist and audience engagement.

Execute the delivery of the content plan, working effectively with the Marketing & Communications Manager and with Sydney Fringe artists, venues, staff and contractors across a range of digital platforms including the Sydney Fringe website, Tik Tok, Facebook, Twitter, Instagram, YouTube/Vimeo and Google My Business updates.

### **Coordinate the implementation of the Festival marketing campaign, including:**

- Coordinate the content on the Sydney Fringe website, including load all copy, imagery, vertical video shorts and resources.
- Creative brainstorming on content ideas, ensuring the best engagement and social media presence across the campaign.
- Reporting on, optimizing and managing Social Media Marketing for the festival
- Coordinate Sydney Fringe EDMs, including copywriting, production, and distribution.
- Content scheduling and monitoring for the Sydney Fringe online platforms including website, Facebook, Twitter, Instagram, Threads, YouTube, Vimeo, LinkedIn, EDM's and other online networks.
- Assisting on production and distribution of advertising including online, print, outdoor and radio
- Listings and cross promotion with other arts, events and tourism organizations.
- Analyse and report on online advertising campaigns through Facebook, Google and YouTube.
- Managing activity with partner organisations; including ticketing and media partners, sponsors and venues.
- Respond to customer enquiries on socials, and your joy and passion for art through conversation and support.
- Create exciting content and get immersed in the creative world of the Fringe Festival.

Assisting the Marketing & Communications Manager with maintaining the Sydney Fringe website and its integration with other Sydney Fringe platforms, and managing customer data, including:

- Coordinating customer communications and design around ticket delivery.
- Willingness to get involved, get amongst it and get as much content at Fringe events throughout the festival.
- Assist management of customer data, its collection, use and storage.
- Collaborate with the Marketing & Communications Manager in analyzing marketing data to help continually shape the campaign and contribute to future strategy.

We are looking for someone who lives, breathes, and loves social media! If you have a keen eye, a creative flair and you are highly organized, this is the role for you. You will work with the Marketing & Communications

Manager to ensure marketing related to Sydney Fringe maintains integrity, such as logo placement and approval, social campaigns, and digital advertising placements.

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### **Key Skills, Knowledge and Experience**

- A demonstrated track record in planning and implementing Marketing campaigns, understanding of all the components of the marketing strategy (including print and digital media), and how to effectively combine these elements.

#### **Desirable Skills:**

- A strong level of technical skills, with demonstrated experience including:
    - Expertise in Microsoft Office suite and Web based tools.
    - A working understanding of Adobe Creative Suite.
    - Video editing skills.
    - A broad technical understanding of online platforms, and ability to learn and maintain the Sydney Fringe website and integration of ticketing/registration platforms.
  - Demonstrated personal and communication skills, including:
    - Excellent written and verbal communication skills and attention to detail.
    - Eager eye for Social Media trends and active
    - Effective problem resolution and demonstrated commitment to solution focus.
    - Enthusiasm and positive attitude together with the desire and ability to be a team player.
    - An ability to work and thrive in a fast-paced environment.
    - Self-direction and self-motivation.
    - A willingness to learn.
    - Highly organized with experience in file management.
    - Being a lateral thinking; a problem solver with a creative mindset.
    - An ability to adhere to and contribute to office policies, systems and procedures.
    - Being emotionally and professionally mature.
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### **Qualifications and Previous experience**

- A Degree in Marketing, Business, Communications, esign, Public Relations, or equivalent experience.
  - At least 1+ years experience in a marketing, PR or related role (within the Arts sector preferred).
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### **External Relationships**

- Suppliers and Contractors
  - Artists and Producers
  - Reciprocal Arts organizations
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### **Internal Relationships**

- Marketing Manager
- Marketing & Partnerships Coordinator
- Senior Producer

- Festival Director/CEO
  - Business Manager
  - Designer
  - Programs team
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**Diversity and Opportunity**

Sydney Fringe provides equal access to all applicants for positions without regard to race, color, religion, gender, sexual orientation, gender identity, national origin, age, disability, genetic information or marital status.