



## POSITION DESCRIPTION

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Title:	Programs Coordinator
Reports to:	Programs Manager
Works with:	The Sydney Fringe Programs and Operations Team Marketing Ticketing
Status:	Full time fixed term contract through to 1 November 2024.
Remuneration:	\$70,000 per annum plus super (pro rata for contract)
Location:	Marrickville, NSW

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## Background

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 2023, 2181 artists were featured in 400 events across all disciplines in 80 venues. Close to 100,000 people attended the event that generated over \$34 million in economic impact.

Assisting artists is at the forefront of everything we do. Sydney Fringe offers a professional platform from which emerging, early career and professional artists can promote their work to new audiences. The Sydney Fringe strives to ensure that all artists have a positive 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.

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 Vision**

To be celebrated as one of the world's leading Fringe Festivals.

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### **Our Purpose**

To champion the independent cultural sector, placing it at the heart of Sydney.

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### **Our Values**

Expression; Access; Connection; Integrity; Excellence

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### **Role description**

The Programs Coordinator is primarily responsible for artists and venue liaison and administration of the festival's Open Access program, as it relates to artists, producers, and venue managers. The Programs Coordinator is the primary point of contact for artists, producers and venue managers in the festival Open Access program and is responsible for managing all correspondence and documentation relating to these relationships.

Working closely with the Programs Manager, the Programs Coordinator will also support the development and delivery of Sydney Fringe's produced programs including Artist Development (pre-festival Masterclasses, in-festival Professional Development program) Fringe Awards, and partner activations that include Open Access artists.

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### **Key Responsibilities**

#### **Registration and Programming:**

- Administer the end-to-end event presenter registration process through our platform Eventotron
- Initiate and maintain contact with all registered artists, to determine venue needs and to identify any events that need specialized support.
- Manage all correspondence from artists and guide them through the festival cycle and process specific to Sydney Fringe.
- Maintain ongoing records for and manage the receipt of all registration fees.
- With the Programs Manager, source venues for unique events that require non-traditional or site-specific space.
- With the Programs Manager, work to venue match all relevant festival events.
- In collaboration with the Programs Manager, work to program genre specific Managed Venue/Fringe Hubs as directed.

- Maintain the functionality of the artist registration system (Eventotron) and complete all required “backend work” to ensure operation and smooth functionality.
- Collect and document all artists’ operational needs, and work with the Operations Manager to ensure their reasonable provision.
- Deliver to artists the Venue Information Packs.
- Liaise with Managed Venue/Fringe Hub artists to ensure that any issues and/or requirements that may affect artists and producers in these venues are communicated and managed.
- Ensure all artist contracts and payments are received prior to production.
- With the Programs Manager and Operations Manager, ensure that artists in Managed Venues/Fringe Hubs comply with Public Liability, Risk Assessment, and other insurance obligations, ensuring collection and filing of this data.

#### **Marketing and Ticketing:**

- Collate all material required to build the festival guide and ticketing e.g. session times, imagery, and event copy.
- Collate the content of the ‘show’ pages across all the marketing platforms, including the printed guide, website, and ticketing system.
- Deliver the show pages in the Festival Guide. Ensure agreed timelines are met, and materials are ready to be extracted for design.

#### **Data Collection and Reporting:**

In collaboration with the Programs Manager, gather all event presenter data for use during the festival and post-festival reporting processes including:

- Artist details for settlement
- Door sales from event presenters
- Attendance rates from Non-ticketed Events
- Event presenter demographic data
- Event data (sessions)

#### **Other:**

- With the Ticketing Manager, work to facilitate the creation and roll-out of Artist Passes.
- Work to the Festival Timeline and key deliverable dates.
- Attend Festival events and functions as required.
- Other reasonable duties as directed by the Programs Manager and Sydney Fringe management.

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#### **Key skills and requirements**

- Values consistent with the goals and philosophy of The Sydney Fringe.
- Ability to relate to artists, producers, and venue managers in a friendly and professional manner.
- Ability to work within a small team as well as the ability to work autonomously and contribute creatively.
- Expertise in the needs of Artists and Producer requirements, and the ability to schedule and program within the organization's requirements.

- Ability to multi-task, manage large workload and volume of enquiries.
  - Knowledge of festival cycles and the ability to provide support to artists at different stages of the cycles.
  - Ability to maintain and execute effective project timelines.
  - High emotional intelligence.
  - Strong negotiation and problem-solving skills, with a solutions-based approach.
  - Ability to communicate and develop relationships with a broad range of people, both internal and external to the organisation, in a professional and ethical manner.
  - Attention to detail and accuracy.
  - Exceptional interpersonal and verbal communication skills.
  - Strong planning and time management skills, with a proactive approach to managing competing tasks and priorities and work to deadlines.
  - Technically proficient with computers, software systems and IT generally.
  - Ability to maintain effective shared folder systems, files, and procedural documents.
  - Enthusiasm and a positive attitude, together with an ability to be a team player.
  - Willingness to work flexible hours for effective festival delivery.
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### **Qualifications and experience**

- At least 3 years relevant experience in arts administration, cultural events, festivals or similar.
  - Demonstrated experience working with artists and venues to produce arts projects.
  - Demonstrated experience in cultivating positive relationships and working with artists to create mutual value.
  - Demonstrated background in working in arts/culture and/or entertainment/events sector.
  - Detailed understanding of the Independent Arts sector in Sydney.
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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.

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### **How to Apply**

Applications must be no longer than 3 pages, respond to the position description, address the key responsibilities and experience, and include:

- A cover letter outlining your relevant experience and alignment with our values
- A current resume
- The names and contact details of three professional referees

Applications should be submitted as a PDF document with your name and the position title as the document's title, and emailed to [hq@sydneyfringe.com](mailto:hq@sydneyfringe.com) by **5pm on Friday 15 March 2024**. Please ensure that the subject of the email reads as *"Sydney Fringe Programs Coordinator application: name of applicant"*.

Cover letters can be submitted as an audio or video recording if preferred. If you have any access requirements or further questions regarding this position please contact the Sydney Fringe Business Manager, Zoe Davies, on [hq@sydneyfringe.com](mailto:hq@sydneyfringe.com).

Sydney Fringe is an equal opportunity employer and encourages candidates from diverse backgrounds to apply. Our organisation is committed to creating an inclusive and supportive work environment that values diversity and promotes equal opportunities.