



Position Description

Promotions and Marketing Co-ordinator

Summary

This role has direct responsibility for overall planning of festival promotions and marketing, media relations, publications, advertising and some aspects of festival signage and a co-ordinating role with the Signage, Online and Sponsorship Co-ordinators.

Key responsibilities

- Planning and budgeting for all festival promotion and marketing activities, in consultation with Festival Director and Festival Manager.
- Co-ordinating and planning the writing and distribution of media releases, copy for advertising and copy/photos for promotional posters and flyers
- Ensuring the Signage, Online and Sponsorship Co-ordinators are on track and working effectively
- Liaising with the Festival Committee on priorities for promotions and marketing

Skills required

- Planning and co-ordination
- Basic understanding of media relations
- Basic understanding of printing and publication

Tasks and timeline

Date	Tasks/deadlines
February	In consultation with Festival Director and Festival Manager, create a plan for festival promotions and marketing In consultation with festival Treasurer, create a budget for festival promotions
March-June	Organise media relations, printing and distribution of posters and flyers, radio promotions and signage according to plan
March-June	Supervise and co-ordinate Signage, Online and Sponsorship Co-ordinators
After festival	Review effectiveness of promotions and marketing and make recommendations for following festival

Estimated time commitment

Before/after festival: 30 hours

During festival: Nil

Meetings: Attend all Festival Committee meetings

Reports to

Festival Director

Supervises

- Signage Co-ordinator
- Online Co-ordinator
- Sponsorship Co-ordinator

Liaison with

- Treasurer

Resources required

- Phone, email
- Computer

Documentation

- Previous Promotion and Marketing Plans for reference