



POSITION DESCRIPTION

Position:	Umbrella Marketing Manager
Type of Appointment:	8 Month Contract (Dec 2019 – July 2020)
Salary:	\$60,000.00 Pro Rata 3 days per week (0.6) plus 9.5% employer superannuation contribution
Responsible to:	CEO Music SA
Location:	St Paul's Creative Centre

Purpose of Position

The Umbrella Marketing Manager is responsible for the development and application of a cohesive strategic and tactical marketing strategy for Umbrella Festival, a state-wide three-week live music festival in winter 2020. The festival is funded by the SA government through the Live Music Events Fund and through sponsorship arrangements with the City of Adelaide.

This includes the implementation of digital marketing activity including the content management of the Umbrella website & social media channels, and the budgeting and delivery of Umbrella Festival information sessions and marketing campaigns to encourage and attract businesses, artists, councils, venues and audiences to take part in the festival.

Position Objective

To build the Umbrella Festival brand and increase engagement with artists, venues, businesses and audiences through outstanding branding, positioning and tactical marketing activity.

Key Partnerships:

The Umbrella Marketing Manager reports to the CEO of Music SA and works very closely with Umbrella Festival staff (Programmer, Coordinator, Regional Coordinator and Indigenous Program Assistant) to design and implement cohesive and well planned marketing activities, including but not limited to merchandising, advertising, venues packages, the printed program, digital marketing/social media, website development/content and the launch. The Umbrella Marketing Manager also works closely with sponsors and marketing businesses to negotiate marketing placement and media spend. The incumbent is also required to work alongside Music SA's publicist to arrange publicity timelines, brainstorm stories and provide copy and imagery.

Key Responsibility Areas:

Co-ordination of:

1. An overall marketing plan including a calendar of marketing activity
2. Umbrella Festival marketing activity content, design and delivery
3. Periodical e-newsletters and management of Umbrella social media
4. Promotion of major projects within Umbrella Festival i.e. Opening Night Party, Scouted, Curated Events and the Program Launch
5. Digital assets and the production and distribution of the Printed Program with Scenestr

Key Tasks:

- Content management and maintenance of Umbrella Festival website and social media sites
- Work with the Umbrella Festival team to build the festival's profile and its industry networks locally, regionally and nationally
- Internal Umbrella Festival Event marketing development and management e.g. Opening Night Street Party, curated events, Scouted and the Program Launch etc
- Respond to requests for key statistics and information from government agencies (e.g. SATC).
- Attend key Umbrella Festival events and track via social media.
- Provision of statistics on web use and social media activity to management and Board.
- Provision of activity reports on marketing activity to management and Board as required.
- Commitment to furthering the aims of Umbrella Festival by working with the team to help develop the careers of emerging promoters working on Umbrella Curated Events.
- Attendance at regular staff meetings.
- Involvement in Umbrella Festival planning and budgeting deliberations.
- Develop innovative online solutions that benefit Umbrella Festival, artists and venues.
- Give presentations at Umbrella Information Session on how artists / venues / councils can leverage off Music SA marketing activity and sell the benefits of registering to be included in the Umbrella Festival
- Take part in visits to regional centres with other Music SA staff to help promote Umbrella registration.

MUSIC SA Team Behaviours:

- Communicate respectfully with staff and customers.
- Behave professionally at all times and adhere to Music SA's Code of Conduct
- Respect the office environment by helping to maintain equipment, facilities and supplies in a safe and clean condition.
- Promote awareness of and compliance with anti discrimination principles and practices.
- Actively and positively participate in planning process by willingly contributing ideas across work areas.
- Keep abreast of technology and customer/job demands by undertaking relevant training.
- Devoting set times to attend regular staff meetings.
- Celebrating individual and team achievements.
- Be a helpful team player by answering phones, cleaning common areas, and working on other peoples' projects where possible.
- Commitment to WHS and Child Safe practices.

Essential Requirements:

1. Demonstrable high-level knowledge of marketing.
2. Demonstrable experience in the professional music industry in at least two of the following roles: musician/songwriter, marketing manager or coordinator, publicist, web developer, artist manager, promoter, event coordinator or assistant, booker, publisher, graphic designer, sponsorship coordinator, festival programmer or IT specialist.
3. Demonstrable ability and desire to develop and manage a diverse range of projects and programs, including researching, scheduling, budgeting, reporting, promotion and liaison.

4. Proven high level of literacy and computing skills, with excellent copywriting skills and production of engaging posts on social media.
5. Proven ability to communicate with and mentor people from diverse backgrounds (artists, practitioners, government, students, stakeholders, staff and board members), and being able to demonstrate diplomacy, discretion and good humour as circumstances require.
6. Basic understanding of graphic design to enable the production of digital assets to meet specification requirements.
7. Proven ability and desire to prioritise work and complete tasks on time with a minimum of supervision i.e. ability to work autonomously or with a team.
8. Willingness to continuously develop new skills and experience through the position and demonstrable ability to keep abreast of digital marketing.
9. Understanding of budgeting, revenue and expense control and management of invoicing.
10. Commitment to programs and projects underpinned by access and equity principles.
11. Tertiary qualification in marketing or a similar field or the equivalent employment in marketing positions.
12. Willingness to think creatively to develop innovative solutions to problems.

Special Conditions:

- A laptop and office resources will be provided
- Flexible hours and days worked can be negotiated with the Music SA CEO
- No overtime, however any out-of-hours work will be rewarded with time off as negotiated with the Music SA CEO
- Attendance at official Umbrella Festival events will be a requirement of the role
- Professional development will be provided as negotiated including attendances at training sessions
- Work related expenses will be reimbursed, with approval of expenditure in advance
- Out of hours travel and intrastate overnight stays may be required and a current drivers licence will be looked upon favourably
- 3-month probation and no guarantee of ongoing employment at the completion of the contract