

ADELAIDE FESTIVAL AF

JOB SPECIFICATION

POSITION: PUBLICATIONS AND COMMUNICATIONS COORDINATOR
REPORTS TO: Head of Marketing and Communications
LAST UPDATED: 23.07.2025

CONTRACT DURATION: .7 from August 2025 – 13 March 2026

Job Summary

The Publications and Communications Coordinator is responsible for the collation, coordination and editing of the digital and printed marketing materials of the festival, including the main printed booking guide and nightly programs. They also contribute to the communications strategy of the Festival including writing eDMs and assisting with written social media content.

Key working relationships

Reporting to the Head of Marketing and Communications, the Publications and Communications Coordinator operates within the Marketing Department and liaises with other festival staff and key festival suppliers as required.

Key competencies

- Experience in managing the editing and production of high-quality print and online materials
- Excellent literacy, writing, editing and proofing skills
- Working knowledge of Photoshop and InDesign
- Experience using website CMS, Wordfly e-news CMS, Survey Monkey, and Photoshop (Experience in all is desirable but not essential)
- Knowledge & experience of contemporary marketing, communications and promotions principles and practices
- Ability to manage complex tasks, challenging projects and competing deadlines concurrently
- Outstanding communication and interpersonal skills
- Strong planning, organisational and administrative skills
- Ability to think creatively and strategically
- Collaborative working style with an ability to work within a team in a hands-on capacity to achieve individual, team and organisational goals
- Good humour with a positive and enthusiastic outlook

Key Accountabilities and Functions

- Alongside the marketing and programming teams, compile and edit information for the Adelaide Festival booking guide, Adelaide Writers' Week guide, school resources, souvenir programs and cast sheets, EDM newsletters, social media posts and other promotional materials as required
- Liaise with the graphic designer to oversee the proofing and alterations processes in the production of marketing collateral
- Oversee the production of the Festival's souvenir programs, and other materials as required
- Coordinate sponsor acknowledgements and ad content with the Business Development and Philanthropy teams in accordance with contracts and agreements, for inclusion in our publications and digital platforms
- Conduct full proof-reading process with all relevant stakeholders to ensure quality materials, free of errors
- Ensure internal and external approvals processes have been adhered to
- Contribute to digital platforms including assisting with the population of websites with final show materials
- Researching and writing engaging, relevant and word-perfect content in the festival's online voice for social media, e-news, blogs and online news items, as directed
- Work with the Writers' Week team to assist with the publication of Writers' Week guide and other print collateral ensuring that it is consistent with and positively reflects the Festival brand
- Contribute to other marketing activities and projects as directed by the Head of Marketing and Communications
- Actively contribute to marketing brainstorm and strategy sessions

Key Outcomes

- Stylish, brand consistent, skillfully written and well produced marketing collateral
- Intelligent, engaging and light-hearted online voice and personality that positively represents the Festival brand and activities
- Accuracy of content (information and branding) in all digital content
- All digital activity and promotions delivered on time, within budget and adhering to appropriate permissions
- Smooth planning, scheduling, implementation of festival digital promotions
- Excellent working relationships with other festival staff and external suppliers and stakeholders
- Timely delivery of post-festival reports and accurate archiving for the ongoing use of the Adelaide Festival

Generic Work Skills

As a member of the Adelaide Festival staff team, all staff will demonstrate the following skills:

- Leadership - Demonstrates a commitment to corporate priorities and values, takes personal responsibility, adheres to organisational policies and procedures and upholds confidential information.
- Team work - Approaches all personnel with respect and consideration, collaborates effectively with staff team.
- Problem solving - Embraces flexibility and lateral thinking; facilitates solutions and makes decisions based on an understanding of the relevant issues, factual information and logical assumptions.
- Influencing - Seeks to secure support and commitment from colleagues through the clear articulation of ideas, opinions and open dialogue, supported where possible by factual information.
- Communication - Active contribution to a positive and effective work environment through open and inclusive planning, continuous information sharing and transparent work processes.
- Customer service - Be accessible to colleagues and stakeholders, work to understand their needs, negotiate outcomes that are acceptable to both parties and provide deliverables as agreed.