



POSTAL

PO Box 8183 Station Arcade  
Adelaide SA 5000 Australia

OFFICE

Lion Arts Centre Courtyard  
Corner North Tce and Morphett St

P 08 8463 0684 F 08 8231 8793 W [feast.org.au](http://feast.org.au) E [allthings@feast.org.au](mailto:allthings@feast.org.au)

## *Job Description*

### *Title: Marketing and Publicity Coordinator*

Location: Feast office, CBD location  
Term: Contract  
Salary: \$15,000 per contract + fixed \$1500  
Start date: Mid June 2011  
End date: Start December 2011  
Reports to: General Manager and Feast Board Marketing Committee

#### **About Feast**

Feast is one of the most anticipated arts and cultural events in Adelaide and throughout South Australia. It is also ranked in the top three major festivals in Australia celebrating diverse sexuality.

The Festival is cherished by our community and features an extensive program of theatre, cabaret, comedy, film, forums, literature, visual arts, sporting and community events.

Feast has a national profile with editorial and promotions in the interstate press attracting visitors from interstate and overseas.

In 2010 almost **225,000** people attended Feast events or tuned in to Feast on Radio Adelaide. Feast currently averages **5,000** visits to its website each month, increasing dramatically during September – November each year (15,000+ per month). Two major events, Opening Night and Picnic in the Park, consistently attract large audiences. The 2010 Opening Night at our Light Square Hub had an overall attendance of **6,000+** and Picnic in the Park (our largest community event) at Pinky Flat saw more **7,000** attendees, including many families and people from outside the queer community.

#### **Position Overview**

Feast are seeking a self-motivated and organised **Marketing and Publicity Coordinator** to work with the Feast team in the creation and delivery of a fresh and effective marketing and promotion strategy for the 2011 Festival program.

**Feast Festival – Annually in November**

Adelaide's annual festival of arts and culture celebrating diverse sexualities and genders



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Under the direction of the General Manager, and in collaboration with both the General Manager and the Creative Director, the Marketing and Publicity Coordinator will implement the Marketing Plan (including managing public relations) for Feast Festival 2011.

Prior to the position starting there is also the opportunity for the successful candidate to develop a Marketing Plan and strategy for the 2011 Festival on a freelance basis.

## Organisation Relationship

Reports to: General Manager

Supervises: Specific Office administration volunteers

Internal Liaisons: All Feast staff and Board Subcommittee

External Liaisons: Local, State and Federal Government agencies and departments, artists, community groups, sponsors, other creative/art organisations, relevant media, others as required

## Financial Delegation

Purchasing Authority: Nil

## Requirements:

- Marketing experience
- Tertiary qualification (Marketing), current study towards Marketing qualification or equivalent experience
- Demonstrated Experience of writing press releases /media liaison
- Arts experience (preferable)
- Brief understanding of graphic design/web design

## Desirable requirements:

- Arts contacts/networks
- Within Community
- Tourism marketing experience

## Key duties and responsibilities:

### Public Relations

- Establish database of media contacts
- Copywriting of Media Releases

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- Media liaison - Building up relationships with relevant media eg. local, national, gay and mainstream
- Media monitoring – Collating editorial where Feast has appeared
- Managing strategic partners. Eg. Other creative/art organisations eg. Cabaret, Fringe, ADT Art Gallery to promote Festival
- Maximising free publicity eg. Editorial
- During the Festival - Get 'bums' on seats/paper the House. Opening night in liaison with CP.

### Advertising and Communications

- Management of paid advertising as approved and booked by GM
- Copywriting of Festival collateral (eg. Posters, postcards etc).
- Image selection for Festival collateral
- To ensure consistent branding across Festival
- Review and manage distribution of collateral (eg. Posters, postcards and the Festival Guide)
- Manage social media (Facebook, Twitter, Hello Feasters enews) person

### Promotion

- Promoting fundraisers

### Misc

- Developing briefs for suppliers
- Additional tasks as required

## Position Snapshot

- To be appointed in Mid June
- Employment to run from mid June to December 1 2011
- 2 days (15 hours) per week June, July and August, full time (5 days, 37.5 hrs per week) for September, October, and November
- \$15,000 for term of contract.
- The successful candidate will develop a draft marketing plan and strategy which will be presented to the General Manager and Marketing Committee for their input before it is finalised = an additional \$1,500 fixed.

Applications addressing the Requirements, Key Duties and Responsibilities should be received by **9am Tuesday June 14, 2011**. Email to: [allthings@feast.org.au](mailto:allthings@feast.org.au) & cc: [feast@feast.org.au](mailto:feast@feast.org.au)

Post addressed to: Feast Festival Marketing Committee  
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