

# RISING :

MARKETING CAMPAIGN COORDINATOR  
POSITION DESCRIPTION, NOVEMBER 2024

ROLE :	MARKETING CAMPAIGN COORDINATOR
TEAM :	BRAND AND COMMERCIAL
TERM :	FULL TIME, FIXED TERM UNTIL 27 JUNE 2025
REPORTING TO :	MARKETING DIRECTOR

## RISING

RISING a festival new art, music and performance in the heart of Naarm (Melbourne, Australia). a major cultural event for the Asia Pacific Region, the festival is created by a diverse team of local, national and international artists and curators. RISING's purpose is to reflect Melbourne's identity and amplify its art and artists. This role will also work on other projects undertaken by the Brand and Commercial team.

RISING returns June 2025. [View the 2024 RISING program.](#)

## THE ROLE

We're looking for an ambitious and adaptable arts and music marketer to coordinate paid marketing activity for the 2025 festival.

Reporting to the Marketing Director, you'll be the lynchpin that connects the festival's marketing and PR activities to the RISING brand. This role assists in campaign planning, and project manages the paid marketing campaign briefing, roll-out and asset distribution to agency, venues and partners. You are a channel savvy marketer with meticulous attention to detail. You feel confident in a sprawling media plan and are fluent in project management tools.

You have solid copywriting skills and good instincts for tailoring a message to an audience. You're experienced in writing concise and considered creative briefs and know how to manage expectations on delivery and workflow

You're endlessly curious about what works and what doesn't. Working with the Data and Insights Specialist, you will analyse RISING reporting platforms such as Google Analytics, Falcon, Meta and Tessitura, to track campaign performance to see where they can be optimised. You're a good communicator, who follows up loose ends and never assumes—you always reconfirm details and ask clarifying questions. You're a stickler for accuracy with high standards and sound judgement, but you also recognise you work with human beings, so you're flexible, open and collaborative—particularly when it comes to competing priorities.

You're able to adapt to a fluctuating workload and a dynamic, demanding work environment. No one holds you to a higher standard than yourself—you believe in personal accountability and understand delegations of authority. You feel confident delegating up and proactively providing your insight and advice to your managers to help them make decisions.

## DAY-TO-DAY, YOU WILL :

### MARKETING PLANNING AND IMPLEMENTATION

- Work with the Marketing Director and agency on the execution of the multi-channel paid campaign
- Manage marketing schedules and trackers
- Support with planning and concepting marketing assets for the marketing campaign
- Manage the briefing of design and video assets for paid marketing campaign
- Project manage the rollout and distribution of marketing collateral to venues, media and marketing partners, keeping all accountable to timelines
- Write ad copy for paid Meta campaign
- Assist with content entry for festival website and email builds, as required
- Assist with budget tracking for paid marketing
- Support Customer Service team and Social media coordinator with community management of online channels
- Manage workloads for interns and provide mentoring
- Oversee and deliver partner marketing benefits and partner cross-promotions including ticket fulfilment
- Assist with content distribution for artists, venues and other partners, as required

### RELATIONSHIP MANAGEMENT

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- Build and nurture external relationships with media partners, government stakeholder and venue partners to maximise exposure and reach
- Collaborate internally with Brand and Commercial team to ensure that marketing efforts across paid, earned and owned channels activity is efficient and complimentary
- Advise and update producers, stakeholders and partners on paid marketing outreach activities
- Work collaboratively with external advertising and PR agencies

### REPORTING AND PERFORMANCE ANALYTICS

- Ongoing campaign optimisation through analysis of ticket sales trends, providing insights and recommendations
- Provide Brand and Commercial team with ongoing reporting to ensure RISING is meeting its organisational goals and KPIs
- Set up and manage campaign reports, pulling data from GA4, Falcon/social analytics and Tessitura dashboards
- Work cross-functionally with the Ticketing team to maximise 1st party data, set up segmented audiences, pulling lists, creating UTMs

### SKILLS YOU'LL NEED:

#### MARKETING

- At least 3 years' experience in a relevant marketing role
- Strong experience managing multi-channel campaigns
- Strong experience with digital marketing
- Strong experience with above the line marketing
- Solid experience concepting marketing assets and writing creative briefs
- Solid copywriting skills
- Strong project management, timeline management and resource coordination experience
- Strong administrative skills, such as file management, process creation, notetaking
- Strong understanding of data segmentation, audience-building and audience engagement
- Solid experience in analytics, digital targeting, re-targeting, and digital advertising
- Experience in branded content and social media channels

#### TECHNICAL

- Advanced Microsoft Office knowledge (Word, PowerPoint, Excel and Outlook)
- Advanced in project management tools (eg. Airtable, Monday, Trello or similar)
- Experience in web CMS and social media business platforms
- Experience in social media scheduling and listening tools such as Falcon
- Basic proficiency in Adobe Photoshop and InDesign

#### PERSONAL ATTRIBUTES

- Highly organised
- Strong communication, collaboration and stakeholder management skills
- Proactive and self-directed
- Creative problem solving
- Analytical and insightful
- Clear and friendly communication and can-do attitude
- Meticulous attention to detail in administration and filing
- Adaptable and flexible to dynamic and demanding workload
- Previous work experience within a festival, marketing, content or creative environment

#### BONUS POINTS

- Experience working with media agencies
- Experience planning and implementing Meta campaigns
- Experience with Tessitura CRM and Airtable project management system

### WORK SCHEDULE & FLEXIBLE WORK ARRANGEMENTS

RISING supports flexible working arrangements for staff and a hybrid office/WFH model is currently in place. The RISING office is situated at Level 2, 377 Lonsdale Street, Melbourne 3000.

As part of our flexible working arrangements, there is an expectation that staff will be available for office-based and on-site

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work as required by their role.

RISING's usual business hours are between 9am and 5pm from Monday to Friday. However, you may be required to work outside these hours in order to meet the demands of the annual festival operational cycle and the responsibilities of your position.

## ACCESS

RISING is a festival aspiring to be a cultural leader in inclusion and accessibility. We want our organisation and program to be a true reflection of our city representing people with a variety of skillsets and life experiences, cultures and backgrounds. We encourage applications from First Nations people, those who are from culturally and linguistically diverse backgrounds, people who are LGBTQIA+, people who have a disability and/or who are d/Deaf.

If you have access requirements that will cause difficulty applying online and you need assistance, please call 03 9662 4242, Monday to Friday, between 9AM-5PM. We are only able to respond to accessibility enquiries at this number, for all other queries please email [jobs@rising.melbourne](mailto:jobs@rising.melbourne).