



# FESTIVAL MARKETING MANAGER, ASIA TOPA

## Role Description

### Asia TOPA and the Business Unit

Asia TOPA is Arts Centre Melbourne’s flagship program of Asia Pacific performance and engagement. Its key activities include:

- Creative Development: artist labs, residencies and research that support the development of new work and new ideas
- Public Engagement: year-round events that engage and build broad public audiences
- Asia TOPA Festival: a major triennial festival of Asia Pacific performance
- Ongoing advocacy and international engagement

Asia TOPA (the triennial) is a major international arts event celebrating and centring Asia Pacific voices as critical to imagining a shared global future. The Asia TOPA festival offers diverse experiences that span major works of scale, surprising encounters, new performances, installations, nightlife, talks and more, animating the city with captivating art and vital conversations.

Asia TOPA will play a lead role in rebuilding Victoria’s relationships with national and international communities set to create future models for international exchange, creative development, festival-making and audience outreach.

Previously presented in 2017 and 2020, the third edition will be held in the February and March 2025, with the festival program launched in 2024.

The Customer Engagement business unit is responsible for maximising community engagement in Arts Centre Melbourne’s enriching experiences. Through the delivery of compelling campaigns and content and the facilitation of seamless digital experiences, the team attracts and engages existing, new and diverse customers with our brand, artists, products, experiences and services.

### The Role

**The primary purpose of the Festival Marketing Manager is to plan and manage the delivery of integrated marketing campaigns for Asia TOPA’s programs and festival, achieving ticket sales, attendance and engagement targets.**

Type	Full Time, fixed-term until 30 April 2025
Reports to	Head of Marketing
Direct Reports	N/A
Salary/Hourly Rate	Arts Centre Melbourne Enterprise Agreement 2022 Band 4.2
Key Relationships	<p><i>Internal:</i> Asia TOPA Creative Team (Programming), Customer Engagement, Programming, Presenter Services, Collections, Strategic Communications, Philanthropy, External Engagement, IT, Finance, People, Customer Service, Customer Innovation, Customer Growth, Data &amp; Insights.</p> <p><i>External:</i> Program Partners, Presenters, Collaborators Circle Members, Media and Creative Agencies, Artists, Producers, Precinct Organisations, Industry and Community Organisations.</p>
Delegation	Financial and people delegations as per current policy



<b>Location</b>	Arts Centre Melbourne premises – Theatres Building (St Kilda Road) and Offices (Flinders Street)
<b>Other</b>	Satisfactory completion of a National Police Check required You will hold valid working rights in Australia (subject to verification)

## Your capabilities

- **Change Agility** – you work well in an environment characterised by high levels of change: adapting, learning and applying skills quickly.
- **Sustainable Creative Practice** – you create and choose from a number of strategic options and make decisions to deliver the most impactful strategic outcome.
- **Collaboration** – you work with others to achieve outcomes – involving the right skill, perspectives, abilities and expertise.
- **Accountability** – you achieve required goals and outcomes both personally and for the organisation.
- **Coaching** – you continuously develop yourself and others.
- **Being Inclusive** – you act in a way that is inclusive and provides an environment of access and equity

## Your qualifications and experience

- Bachelor's degree in marketing, communications, or equivalent marketing experience
- Direct experience delivering marketing campaigns for festivals
- Demonstrated capacity to develop and execute audience engagement plans
- Thorough understanding of media practices and trends across current and emerging mediums
- Experience delivering effective marketing campaigns with a focus on engaging culturally and linguistically diverse audiences
- Sound understanding of multicultural communication practices
- Exceptional communication and stakeholder management skills
- Ability to work both collaboratively and autonomously on marketing campaigns and projects
- Strategic and creative thinker with a Customer First and results oriented mind set
- Previous people management experience highly regarded.

## In the role you will

### Accountabilities:

- Contribute to Arts Centre Melbourne success by delivering campaigns for Asia TOPA that achieve objectives and targets
- Development and implementation of marketing communications strategies designed to engage culturally linguistic and diverse audiences
- Management of integrated marketing campaigns within an arts festival context, including the festival umbrella campaign

- Manage the briefing, coordination and delivery of marketing assets and content
- Plan, evaluate and execute integrated campaigns to deliver on objectives and audience targeting
- Collaborate with internal teams to formulate social media and content activity, produce marketing materials according to brand guidelines, plan SEM, SEO and re-targeting campaigns, collate data and insights, and confirm ticketing and sales requirements
- Marketing materials follow Asia TOPA and Arts Centre Melbourne brand guidelines
- Develop, deliver and maintain the Asia TOPA website with support from the broader marketing team
- Provide marketing campaign analysis that delivers insights to improve return on investment
- Provide strategic advice on media buying recommendations that delivers the best return on investment
- Articulate clear project briefs with opportunities for improvement and optimisation
- Mid and Post campaign reporting delivered accurately and within timelines, including the acquittal
- Collaborate with Asia TOPA's Collaborators Circle to coordinate the delivery of their services
- Lead the sharing of strategic documents, festival plans and assets where appropriate and foster a collaborative working environment
- Lead the Asia TOPA umbrella marketing approach ensuring partners and venues are informed and empowered to implement plans
- Plan and manage the delivery of marketing support within Arts Centre Melbourne's marketing opportunities
- Provide marketing advice insights and advice for presenter campaigns
- Manage, develop and support relationships with internal and external stakeholders, including partners, agencies, presenters and promoters
- Work closely with the Asia TOPA Creative Team and Marketing Team to ensure accurate and timely rollout of festival and program materials
- Positive connections achieved with external arts industry peers
- Oversee Marketing Coordinators in support of Asia TOPA program delivery
- Provide guidance and advice on marketing best practice
- Accurate financial management of campaigns, ensuring timelines and budgets are adhered to (including the management of the Asia TOPA marketing campaign budget)
- Accurate forecasting for all marketing projects including budgeting and targets
- Purchase orders and financials are up to date and accurately recorded in plans and systems

**Decision making:**

- Functionally reporting to the Head of Marketing, the incumbent will be required to operate with significant autonomy and make tactical decisions under pressure.
- Be required to balance the competing enquiries and immediate demands of internal and external stakeholders. You will represent the interests of Arts Centre Melbourne in managing relationships with presenters and customers.
- Prioritise and manage workflow and deliverables for projects and campaigns.

**Working environment/physical requirements:**

- Undertake general office work with a strong emphasis on the use of computers and digital technology.
- Required to be on site/attend events outside of work hours (including evenings, weekends and public holidays) from time to time.



- Be required to undertake the tasks and requirements detailed in the relevant job task analysis.
- Work in hybrid working environments across different locations including the Theatres Building and Flinders Street offices.
- Work hours in accordance with your employment type and the Arts Centre Melbourne Enterprise Agreement 2022.

## You demonstrate our values

- **Leadership** – courage and conviction.
- **Creativity** – a boundless imagination.
- **Care More** – a place for everybody.
- **Community** – working together.
- **Equity** – fairness and justice.