

MARKETING COORDINATOR (FESTIVAL CONTENT & DELIVERY) – POSITION DESCRIPTION

Position	Marketing Coordinator (Festival Content & Delivery)
Reporting to	Marketing Campaigns Manager
Position Type	Seasonal Fixed Term 33 Day Contract 0.6 FTE - 10 August-23 October
Salary	\$60,000-\$65,000 pro rata per annum + superannuation
Direct Reports	N/A
Location	Carlton (with some remote work/work from home as negotiated)
Date of Preparation	June 2026

Position Purpose

The Marketing Coordinator (Festival Content & Delivery) supports the delivery of Melbourne Fringe's marketing and communications activity across the Festival campaign period. This is a hands-on, execution-focused role centred on content creation, social media, website updates and the practical day-to-day work that brings the Festival's brand to life, helping the team move fast, stay consistent, and tell great stories across every channel.

Role Summary

Working closely with the Marketing Campaigns Manager and the broader Marketing team, this role is all about making things happen. You'll be creating and editing video content, capturing and scheduling social media, building and updating website pages, assisting with artist and venue advertising, and helping deliver the physical and logistical elements of the Festival, from signage to photoshoots.

This is a role for someone who is comfortable picking up a camera, comfortable in a content scheduling tool and a CMS, and just as comfortable helping carry a sign to a venue site. You're a maker and a doer, someone who takes a creative direction and runs with it, and who takes pride in the quality and consistency of what they put out.

About Melbourne Fringe

Melbourne Fringe democratises the arts. Our vision is cultural democracy – empowering anyone to realise their right to creative expression. We support the development and presentation of artworks by, with and for Melbourne's people, running the annual Melbourne Fringe Festival, the year-round venue Fringe Common Rooms at Trades Hall, and a range of arts sector leadership programs. We believe that access to the arts and creative expression is vital to a creative, healthy, cohesive society.

Our Work Culture

Melbourne Fringe is a forward-thinking, creative and inclusive organisation. Our dreaming is out of the box, our work ethic is strong, and we don't let our limited resources stop us from making seemingly impossible things happen. We believe that great work is made by people who enjoy what they do. We are proud to have a diverse workplace that celebrates difference and encourages people to bring their whole selves to work with pride.

Fringe is a values-driven workplace characterised by big-picture thinking, optimism and playfulness. We have a reputation as a hard-working, caring, energetic, fast-paced workplace that values our people and their health and which brings them together socially for lunch, events and fun times.

You're the right fit for Melbourne Fringe if you are:

- Passionate about creativity and cultural equity

- Willing to support anyone to participate in the arts, regardless of their experience, age, gender, ability, sexuality, cultural background or artistic practice
- Excited by the challenge of making ambitious things happen on limited budgets
- Ready for personal and professional learning and continual improvement
- Into a collaborative and social work culture

Things you'll be responsible for:

Social Media & Content Creation

- Support the creation and scheduling of organic social content across Melbourne Fringe's channels in line with Campaign Content Plans.
- Shoot, edit and produce video content for use across social media, including Reels, Stories, TikTok and short-form campaign assets.
- Monitor and respond to social media interactions to ensure timely, on-brand engagement.
- Assist with the creation of digital assets and marketing collateral in line with brand guidelines.

Website Content & Digital Updates

- Build and update pages on the Melbourne Fringe website using the organisation's CMS, ensuring content is accurate, on-brand, and published to schedule.
- Create and update audience-facing content including event listings, landing pages, campaign pages and information guides.
- Assist with basic website quality checks, reviewing pages for broken links, formatting issues, and content accuracy ahead of key campaign milestones.

- Work with the Marketing Campaigns Manager to ensure website content reflects current campaign priorities and is updated in a timely way throughout the Festival period.
- Support the uploading and management of digital assets including images and video across web platforms.

Advertising & Campaign Support

- Assist with the implementation of artist, venue and partner advertising bookings across digital channels.
- Support the Marketing Campaigns Manager with the day-to-day execution of paid and organic campaign activity.

Documentation & Content Capture

- Assist with the delivery of the organisation's documentation schedule, including coordinating photoshoots and managing photographic consent.
- Support content capture and archival processes throughout the Festival period, ensuring assets are correctly filed and accessible to the team.
- Assist with media relations activity and the preparation of press materials as required.

Signage & Logistics

- Support the logistics, installation and delivery of Festival signage across key sites.
- Assist with the setup and pack-down of signage and marketing infrastructure at Festival venues.
- Help maintain signage inventory and support the team with physical marketing tasks during bump-in and bump-out periods.

General Marketing Operations

- Provide day-to-day support to the Marketing team across a range of tasks and projects as the Festival period demands.
- Assist with special event invitations, RSVP tracking and event logistics as required.
- Contribute to a collaborative, high-energy team culture during a fast-paced Festival period.

Skills and Attributes you need to bring*

- Passion for the work of Melbourne Fringe and a commitment to cultural equity
- Strong administration, systems management and organisational skills
- Is a great communicator and collaborator, with a passion for equity and representation.
- Has experience creating or managing content across websites, social media and advertising platforms.
- Resilience and ability to work effectively under pressure
- A sense of humour

** If you don't yet have all of the experience, know that Melbourne Fringe is a workplace that values ongoing skills development, mentoring and training.*

Our commitment to cultural equity

Melbourne Fringe has a deep commitment to cultural equity, and we strongly encourage applications from people who identify as First Nations, d/Deaf, disabled, people of colour, queer, transgender and gender-diverse people, as well as people with caring responsibilities. We celebrate people's differences.

We know sometimes people – especially those from more marginalised groups – might feel under-qualified for a job or like you might not belong. If that's you, we especially welcome you – Fringe is a place that supports and up-skills people as they're learning on the job.

If this application isn't accessible for you, please get in touch. We are keen to understand how to best accommodate your access needs. We can accept applications in a variety of formats, including text documents, video and audio files. We are also happy to work with you on other accessible application processes. We have a great team to support access, so please email access@melbournefringe.com.au to start a conversation. You can also call the Melbourne Fringe office by phone.

The Melbourne Fringe phone number is (03) 9660 9600 (available Monday to Friday, 10am-6pm).

[You may contact us through the National Relay Service, and the link is available if you click on this sentence.](#) Alternatively, you could download Deaf-owned Relay Service [Convo](#).

We are open to your ideas around process. However, we cannot change the timeframes for this application.