

## MARKETING COORDINATOR (ACCESS) – POSITION

### DESCRIPTION

<b>Position</b>	Marketing Coordinator (Access)
<b>Reporting to</b>	Marketing Campaigns Manager
<b>Position Type</b>	Seasonal Fixed Term 70 Day Contract 0.8 FTE - 13 July-13 November
<b>Salary</b>	\$60,000-\$65,000 pro rata per annum + superannuation
<b>Direct Reports</b>	N/A
<b>Location</b>	Carlton (with some remote work/work from home as negotiated)
<b>Date of Preparation</b>	May 2026

### Position Purpose

The Marketing Coordinator (Access) plays a hands-on role in ensuring Melbourne Fringe's marketing, communications, and physical Festival presence are inclusive, accessible, and welcoming for d/Deaf and Disabled people. This role supports the delivery of Melbourne Fringe's marketing activities, from accessible websites, social media content and inclusive community management, to wayfinding and site signage that makes the Festival navigable for everyone.

### Role Summary

The Marketing Coordinator (Access) works across digital content, community engagement, and Festival collateral and logistics to help embed access into the day-to-day work of the Marketing team. You'll collaborate with the marketing team, the Program Manager (Access), Access and Disability Lead and Cultural Equity Consultant to ensure inclusive practices are reflected across platforms, content, and physical Festival sites.

Day-to-day, this role focuses on supporting digital, website content updates, and the management of Fringe's online and email communities, and maintaining community connections with d/Deaf and Disability-led organisations. You'll also take the lead on a meaningful, practical project: planning and delivering wayfinding and directional signage across key Festival sites, approaching this with access front of mind.

This is a coordinator-level role best suited to someone who is organised, community-minded, and passionate about inclusion. We're looking for someone who finds purpose in making sure the details are right, whether that's a killer alt text description, a functional and fabulous website page build, or a sign that helps someone find their way.

## **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:**

### **Marketing & Community Engagement**

- Support the research and development of Melbourne Fringe's Accessible Marketing Strategy under the direction of the Head of Audience & Digital.
- Build and maintain relationships with d/Deaf and Disability-led organisations, community groups and inclusive ensembles.
- Engage in cross-promotional activity with disability-led partners and actively promote the work of d/Deaf and Disabled artists across content channels.
- Assist the Access Fringe Volunteer Coordinator, Program Manager (Access Fringe), Access Advisor and Access Advisory Committee with outreach and access-led initiatives.
- Help deliver personalised and accessible communications to d/Deaf and Disabled audiences.

## **Digital Accessibility & Website Content**

- Carry out regular website accessibility checks to ensure compliance with current accessibility standards, flagging issues to the relevant team members.
- Build and update website pages and content in line with accessible and inclusive content guidelines.
- Create and maintain audience-facing guides and information resources on the Melbourne Fringe website.
- Support accessible social media practices and assist with inclusive community management across inboxes and comments.

## **Wayfinding, Signage & Site Accessibility**

- Project manage the design, production and installation of directional and wayfinding signage across Festival sites.
- Create signage using existing branded templates, coordinating design approvals and preparing files for print with accuracy and consistency.
- Develop and implement a signage and logistics plan for signage infrastructure (e.g. teardrops, A-frames, tri-signs) across Festival venues.
- Coordinate the delivery, setup and pack-down of signage at key sites including the Info Booth, Festival Hub: Trades Hall and Meat Market.
- Assist with coordinating the installation of large-scale signage items including the Info Booth wrap and Trades Hall banner.
- Maintain a clear inventory of signage assets and locations, updating internal records throughout the Festival period.
- Maintain marketing storeroom organisation and ensure timely access to signage, tools and materials during the Festival.

## **Collateral & Logistics**

- Project manage the printing and delivery of Festival collateral including staff/volunteer t-shirts, passes, flyers, awards, bar menus and more.
- Oversee the booking system and allocation of shared Festival equipment and infrastructure.
- Coordinate the setup and pack-down of the Fringe Media Wall at events, delegating tasks to the broader team as needed.

## **General**

- Actively uphold best practice cultural safety for all Melbourne Fringe staff, artists, volunteers, audiences and other stakeholders.
- Engage fully in the Melbourne Fringe Festival, which, by the nature of the Festival, may mean extended hours and expanded duties during the Festival period (followed by some well-earned days off in lieu).
- Attend where required festivals, events, shows, exhibitions, industry gatherings and philanthropic activities and events throughout the year.
- Other duties as agreed with the Marketing Campaigns Manager or Hed of Audience and Digital, acknowledging that jobs evolve to meet the changing needs of the arts environment, and this document is an overview and not intended to represent the role performed in perpetuity.

## **Skills and Attributes you need to bring\***

- Passion for the work of Melbourne Fringe
- Resilience and ability to work effectively under pressure
- Passion for the work of Melbourne Fringe and a commitment to cultural equity

- Experience in accessible marketing is desirable
- 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](mailto: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.