



Denmark Arts Council

**Job Description: Marketing – Denmark Festival of Voice
February 2020**

Reports to: Denmark Festival of Voice Manager/Artistic Director

The position is responsible for the marketing of the Denmark Festival of Voice. Duties include:

- Revise and implement against current festival marketing plan
- Initiate new marketing ventures and opportunities
- Manage the development of promotional materials from design to distribution
- Write marketing implementation and evaluation reports for funding bodies, sponsors, donors and other key stakeholders
- Develop, implement and maintain appropriate tracking tools for collection and collation of all marketing/promotional materials
- Ensure festival website and social media are regularly updated and generate content
- Ensure the festival is adequately and appropriately documented
- Ensure compliance with funding body/sponsorship contracts in relation to appropriate acknowledgement and logo placement on all marketing material
- Manage the marketing budget
- Oversee youth intern who will assist with marketing/social media/uploads
- Other duties including overall organisational marketing where required

Design Work: Whilst a professional designer is used for a number of jobs, the Marketing Officer will need to do some basic poster/advertisement design. Training in a relevant design package will be provided if needed. Applicants with design skills/experience should specify this in their application.

Contract Position: \$7,000 to be paid in three instalments across the period of engagement. If the successful candidate would prefer short term casual employment, this may be a possibility for the right candidate.