



AUSTRALIAN
INTERNATIONAL
DOCUMENTARY
CONFERENCE

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AUSTRALIA

ABN 31 098 558 313

AIDC 2020 COMMUNICATIONS & MARKETING MANAGER POSITION DESCRIPTION

Position: Communications and Marketing Manager

Term: Fixed term contract

Start Date: 27 August 2019 (2 x days per week handover period)
17 September 2019 (full-time)
27 March 2020 (2 x days per week)

End Date: 30 June 2020

Reports to: CEO/Conference Director

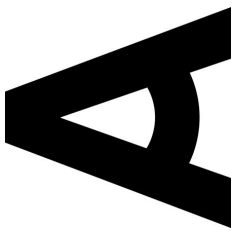
Fee: \$70,000 pro rata + 9.5% superannuation

Organisational Context

Established in 1987, AIDC is a not-for-profit organisation committed to the sustainability of documentary, factual and interactive storytelling. The goal of the organisation is to connect creators, purveyors and viewers of nonfiction screen content in ways that promote business, inspire creativity and ignite social change. Held in Melbourne and featuring a four-day international marketplace, forum and screening program, the event attracts a diverse mix of broadcasters, storytellers, entrepreneurs and documentary fans from Australia, the Asia-Pacific and beyond.

Position Summary

Working closely with a small team, the Communications and Marketing Manager will be responsible for the development, positive positioning, implementation and ongoing management of the communications and marketing strategy for the 2020 Australian International Documentary Conference. You will also manage the maintenance and update of AIDC's website, including the blog.



This role gives you an opportunity to develop and write creative content across all platforms, implement marketing and publicity strategies, and build the profile of the 2020 conference and the organisation.

Your personal attributes include initiative, flexibility, strong organisational and problem-solving skills, with a passion for screen content. You are a lateral thinker with the ability to work as a team player in a high-pressure environment while meeting tight deadlines and managing multiple stakeholders.

Reporting directly to the CEO/Conference Director, this role is offered on a fixed-term contract basis.

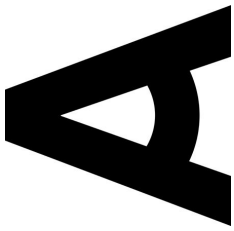
For confidential enquiries contact: Alice Burgin alice@aidc.com.au

Please submit a CV and cover letter addressing the selection criteria to admin@aidc.com.au

Applications close: Close of Business Thursday 1 August 2019

KEY RESPONSIBILITIES:

- Maintain and update AIDC's website year-round;
- Develop and implement communications, publicity and marketing plans for the 2020 AIDC Conference;
- Prepare high-quality written communications for distribution across print, web and social media, including but not limited to periodic EDMs, media releases and maintaining the AIDC blog;
- Identify, develop and implement promotional and marketing materials to enhance and build the AIDC brand;
- Maintain, update and enhance the organisation's suite of digital/social media platforms, including Facebook, Twitter, LinkedIn, Instagram, Vimeo, and the conference networking app;
- Develop, schedule and manage the design, delivery and placement of AIDC print and digital collateral, including a printed guidebook, print and digital advertising, conference app and event signage;
- Manage the annual marketing budget
- Authorise budgeted marketing expenditure for payment
- Oversee a team of temporary communications staff during the conference (including working closely with the AIDC publicist).
- Manage relationships with all AIDC marketing & communications suppliers including but not limited to design agency, web development agency, publicist and media partners).
- Develop and maintain relationships with key AIDC stakeholders including government and corporate partners for cross-promotional information sharing.
- Develop and build electronic surveys for evaluation purposes, including the post-conference delegate survey.



- At the conclusion of the event, collate relevant measurable data (including website and social media analytics) and prepare reports required for use in acquittals and future business plans.

SELECTION CRITERIA (essential)

- Experience working in a festival, event and/or conference setting.
- Demonstrated experience in designing and implementing communications and marketing strategies
- High-level verbal and written communication skills with outstanding attention to detail
- Proficiency in web, online and social media content management
- Advanced time-management and organisation skills and the ability to prioritise and manage competing deadlines
- Excellent interpersonal and negotiation skills
- Desktop publishing skills and experience with Adobe Creative Suite products Photoshop and InDesign.

SELECTION CRITERIA (desirable)

- Experience in digital editing and online video and audio content production.
- Strong knowledge of the Australian and/or international documentary sector.

AIDC is committed to creating a diverse environment and is proud to be an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, colour, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age, or veteran status.