



AUSTRALIAN
INTERNATIONAL
DOCUMENTARY
CONFERENCE

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MARKETING & COMMUNICATIONS MANAGER POSITION DESCRIPTION

Position:	Marketing & Communications Manager
Term:	Fixed-term contract
Start Date:	5 July 2021 (3 x days per week) 20 September 2021 (full-time) 3 April 2022 (2 x days per week)
End Date:	30 June 2022 (with the possibility of renewal according to KPI review).
Reports To:	CEO / Creative Director
Salary:	\$75,000 per annum pro rata plus superannuation at 9.5%

Organisational Context

Established in 1987, AIDC is a not-for-profit organisation committed to the sustainability of documentary, factual and unscripted storytelling in all screen and digital forms. Serving both the commercial and creative needs of the industry, AIDC organises a marketplace for documentary and factual product, showcases the work of Australian and international producers, and creates a forum to discuss content, craft, technology and future directions. Our goal is to connect creators, purveyors and viewers of nonfiction screen content in ways that promote business, inspire creativity and ignite social change.

Position Summary

AIDC is looking for a dynamic Marketing & Communications Manager to oversee the development, positive positioning, implementation and ongoing management of the communications and marketing strategy for the 2022 Australian International Documentary Conference as well as a small program of year-round activities. The Marketing & Communications Manager will work closely with the AIDC CEO/Creative Director and AIDC board to build a three-year marketing and communications strategy to elevate AIDC's brand and profile to the local and international sector, and to drive registrations and awareness of the AIDC conference and events.

Reporting to the CEO/Creative Director and working closely with the AIDC executive team, the Marketing & Communications Manager will implement the marketing and publicity strategies, develop and write creative content across all platforms, manage and update the AIDC website and blog, plus work with AIDC's designers to develop the AIDC 2022 brand identity and associated assets.

Your personal attributes include initiative, creative flair, flexibility, strong communication, organisational and problem-solving skills as well as 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.

Key Responsibilities

- Work with the CEO/Creative Director to develop the organisation's marketing and communications strategies to elevate AIDC's brand and profile to the local and international sector.
- Develop and implement marketing, communications and publicity plans for the 2022 AIDC Conference campaign to drive registrations and awareness of the event;
- Maintain and update AIDC's website year-round working closely with AIDC's design and web development agencies;
- Prepare high-quality written communications for distribution across print, web and social media, including but not limited to 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 online event platform and networking app;
- Develop, schedule and manage the design, delivery and placement of AIDC print, digital and delegate collateral, including a printed guidebook, print and digital advertising, conference app and event signage;
- Manage the annual marketing budget and 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) and oversee all deliverables.
- 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 acquittals and future business plans.

Selection Criteria - Essential

1. Experience working in a festival, event and/or conference setting and knowledge of the Australian screen sector and relevant local and international industry media.
2. Demonstrated expertise in designing and implementing successful communications and marketing strategies with tangible and measurable outcomes.

3. High-level verbal and written communication skills with outstanding attention to detail and demonstrated ability to draw on appropriate communication styles across different platforms to engage with intended audiences.
4. Proficiency in web, online and social media platforms and content management including but not limited to Wordpress, Campaign Monitor, Survey Monkey, Google Analytics, Vimeo, Facebook, Instagram and LinkedIn. Advanced time-management including organisational skills and the ability to prioritise and manage competing deadlines to time and budget in a high-pressure environment.
5. Excellent interpersonal and negotiation skills with demonstrated experience working with web developers, designers, media partners and relevant industry media.
6. Advanced reporting skills and the ability to analyse and review data to adjust marketing and communications strategies to drive growth and or/engagement.
7. Desktop publishing skills and experience with Adobe Creative Suite products including 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.

Applications

This is a contract position commencing 5 July 2021 and running until June 30, 2022. This contract may be renewed for a further period to be negotiated subject to meeting requisite KPIs.

For confidential enquiries contact: Natasha Gadd natasha@aidc.com.au

Please submit a cover letter addressing selection criteria, a CV and relevant contact details to: admin@aidc.com.au

Applications close: Friday 28 May 2021 Close of Business AEST

THE AUSTRALIAN INTERNATIONAL DOCUMENTARY CONFERENCE ACKNOWLEDGES THE ABORIGINAL AND TORRES STRAIT ISLANDER PEOPLES AS THE FIRST INHABITANTS OF THE NATION AND THE TRADITIONAL CUSTODIANS OF THE LANDS WHERE WE LIVE, LEARN AND WORK.