



JOB DESCRIPTION

TITLE:	Marketing Promotions & Event Coordinator
REPORTS TO:	The Lost Lands Directors
APPLICATIONS OPEN	5th August 2017
APPLICATIONS CLOSE	5th September
TERMS	PART TIME: 3 Days/Week average over the year
SALARY RANGE	\$35,000 - \$45,000 depending on experience
WORK COMMENCEMENT	Mid September – Mid October 2017

INTRODUCTION TO THE LOST LANDS:

The Lost Lands is a music and arts festival for the adventurer in all of us! Specially curated for families, with parents and children catered for in equal measure, The Lost Lands is a place for festival-lovers & their kids to explore the magic of music, art, theatre, comedy, circus, and camping together.

At The Lost Lands we believe that music, the arts and the environment are extremely important; and to foster a love of these things through shared experiences for future generations is an exciting and important prospect. It's all about having a great time together and immersing yourself in music, arts and in nature – getting lost in the moment, for a whole weekend.

The Lost Lands aims to become Australia's best festival for families, and is looking for a passionate, motivated individual who shares our vision to join The Lost Lands team in preparing for the November 2018 long weekend event.

POSITION SUMMARY: (primary & secondary accountabilities)

The Lost Lands is a family friendly festival – and we're offering a family friendly job! The role is part time, giving you time to spend with your family during the week.

The primary responsibility of the Marketing, Promotions & Event Coordinator is to manage and coordinate stakeholder/partner communications, develop and produce content and communications, identify and coordinate promotional opportunities, and provide administrative support to The Lost Lands team and partner agencies as required. The Marketing, Promotions & Event Coordinator will create and produce communications that will be 'the voice' of the festival.

The position also has the scope to assist in the development of The Lost Lands business and brand.

RESPONSIBILITIES Include but are not limited to:

- Identifying and coordinating promotional opportunities for the festival
- Liaising with key partners of The Lost Lands
- Managing and producing content for digital and social media platforms (including the writing and development of communications)
- Preparing information for key media partners
- Preparing information for the sponsorship manager and sponsorship team
- Coordination of marketing and programming projects for The Lost Lands
- Assisting with the collation of information across digital and social media platforms
- Administering information for various members of The Lost Lands team

- Providing support to the PR team through assisting with the coordination of contacts, talent and stories
- The development, management and coordination of promotional projects
- Support to The Lost Lands team and agencies as required

KEY RELATIONSHIPS:

Internal

Director – Simon Daly

Director - David Strong

External

Sponsors and partners

Partner agencies (PR, social, events)

Government Departments

RELEVANT EXPERIENCE

- Experience in producing content for and managing digital and social properties
- Experience in working across multiple agencies and stakeholders
- Experience in working across multiple disciplines
- Some experience with events and festivals preferred but not essential
- Experience in communicating with government agencies an advantage

CORE SKILLS

- Marketing
- Promotions
- Communications
- Copywriting

COMPETENCIES

Creative

Thinks outside the box with progressive, unique and original ideas to achieve a desired outcome or deliver a result. Takes action proactively rather than accepting passively.

Passionate

Committed, focused and inspired when working within and external to the business.

Exceptional

Drives own performance, taking responsibility for delivering the best outcomes for oneself and the business. Driven to “make their mark”.

Integrity

Operates with pride and respect. Establishes and demonstrates credibility and trust through character and professional expertise and behavior.

Plan & Execute

Develop and Implement plans outlining clear accountabilities and key deliverables. Manage outcomes required through the effective utilisation and allocation of resources including time, personnel, dollars and technology. Review deliverables regularly to ensure success and take corrective action if required.

Teamwork

Develop effective relationships with others. Relate to others in an open and productive manner.

Working effectively within work groups to accomplish key deliverables; taking actions that respect the needs and contributions of others; contributing to and accepting responsibility for the outcomes of the team and oneself.

Communication

Deliver ideas openly, clearly and concisely in individual and group situations; adjusting language to the needs of the audience. Effectively exploring alternatives and positions to reach outcomes that gain support and acceptance. Using appropriate interpersonal styles and communication methods to gain acceptance.

Customer Focus

Ensure all activities are aligned to the customer's (internal & external) requirements and needs; continually reinforce a superior customer service philosophy where the customer's needs are translated into thinking and action.

Commercial Acumen

Provide sound advice and draws conclusions based on knowledge of the business, competition and customers. Demonstrates the ability to conceptualise strategies and plans to meet both short term and long-term objectives.

HOW TO APPLY

- Send your CV and cover letter to hello@thelostlands.com.au
- As well as addressing the key selection criteria (relevant experience and core skills), your cover letter should tell us why you want to work with the festival
- Get creative with your applications – the more interesting the better!