

NORTH AUSTRALIAN FESTIVAL OF ARTS

Position Title	Marketing Manager
Reports to	Marketing & Development Director
Award	Live Performance Award Level 5
Workload	3-4 days per week tbc
Location	Predominantly office-based in Townsville
Revision Date	13 th April 2026

Role purpose

The Marketing Manager is responsible for planning, coordinating and delivering NAFA's marketing and communications activity to support festival attendance, public profile, stakeholder confidence and brand strength.

This is a hands-on delivery role focused on making sure campaigns, content, collateral, media activity, stakeholder communications and key marketing deadlines are executed to a high standard and on schedule. The role works closely with the Marketing & Development Director and other internal and external collaborators to ensure festival marketing activity is organised, timely, consistent and effective.

The position has a strong operational focus and is responsible for turning strategy into action across campaign coordination, content and asset production, launch and publication schedules, sponsor and partner deliverables, and marketing administration.

Key responsibilities

Marketing Campaign Delivery

- Coordinate and deliver NAFA's festival marketing and communications activity in line with approved strategy, timelines and budgets.
- Develop and maintain detailed marketing schedules, campaign timelines and delivery plans.
- Ensure key campaign milestones are met, including program release, launches, ticket sales campaigns, media announcements and audience communications.
- Coordinate the production and rollout of marketing materials across digital, print, media and onsite channels.
- Work closely with designers, PR/media contractors, photographers, videographers and other suppliers to ensure timely and high-quality delivery.

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Content, Communications and Brand

- Coordinate the delivery of website updates, EDMs, social media scheduling, campaign copy, media materials and promotional assets.
- Maintain clear and consistent brand application, messaging and presentation across all public-facing materials.
- Support the development and distribution of festival programs, event information, launch materials, signage and other campaign collateral.
- Ensure marketing content, imagery, copy, templates and brand assets are organised, current and accessible.

Stakeholder, Sponsor and Partner Coordination

- In collaboration with the Marketing & Development Director, coordinate marketing-related communications and deliverables for sponsors, partners and key stakeholders.
- Ensure sponsors and partners receive agreed visibility, acknowledgements, branding inclusion, hospitality information and other benefits as required.
- Support stakeholder communications that contribute to strong external relationships and confidence in NAFA's delivery.
- Assist with the preparation of marketing updates, partnership summaries and promotional reporting materials where required.

Media and Public Profile

- Support the coordination of PR and media activity in collaboration with the Marketing & Development Director and external PR/media support.
- Assist with the timely preparation of media releases, image packs, announcements, interview coordination and related publicity materials.
- Help ensure NAFA's public communications are proactive, professional and aligned with key campaign moments.

Systems, Reporting and Administration

- Maintain marketing systems, content calendars, mailing lists, campaign trackers and related records.
- Monitor campaign activity and compile marketing data, audience insights and performance reports.
- Maintain accurate records of marketing deliverables, publication dates, stakeholder commitments and approvals.
- Contribute to efficient marketing workflows, documentation and internal coordination.

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Internal Coordination

- Work closely with the Marketing & Development Director, Creative Director, Executive Director, Artistic Director and Festival Manager to ensure marketing activity is aligned with festival operations and programming.
- Ensure marketing information is accurate, current and communicated internally in a timely way.
- Contribute to a collaborative, solutions-focused approach across the festival team.

Key Relationships

- Marketing & Development Director
- Executive Director
- Creative Director
- Artistic Director
- Festival Manager
- Designers, media, PR and marketing contractors
- Sponsors, partners, funders and stakeholders

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Key performance indicators (KPIs)

Performance will be assessed against the following indicative KPIs:

KPI Area	Performance Indicator	What does success look like?
Campaign Delivery	Coordination and execution of NAFA marketing campaigns	Campaigns, launches and promotional activity delivered on time and to standard
Marketing Collateral & Content	Delivery of programs, digital content, media materials and campaign assets	Materials are accurate, on brand, approved and distributed according to schedule
Ticketing & Audience Support	Marketing activity aligned to ticket sales and audience engagement goals	Campaigns actively support audience growth and ticket sales outcomes
Sponsor & Stakeholder Deliverables	Delivery of agreed marketing-related benefits and communications	Sponsors and partners receive agreed acknowledgements, visibility and communications on time
Media & Public Profile	Coordination of publicity and media support activity	Media materials and announcements are prepared professionally, and key PR opportunities are supported
Systems & Organisation	Maintenance of marketing schedules, trackers and records	Information is current, accessible and supports efficient delivery
Internal Coordination	Effective collaboration across internal team and contractors	Marketing activity is well coordinated, with minimal delays, duplication or missed steps

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Capabilities & Attributes

- Demonstrated experience in marketing, communications or campaign delivery, ideally in festivals, arts, events or a related sector.
- Strong project coordination skills, with the ability to manage multiple timelines, collaborators and deliverables at once.
- Excellent written communication skills and strong attention to detail.
- Ability to translate plans into action and ensure work is completed on time and to a high standard.
- Experience coordinating campaign content, marketing collateral, digital communications and external suppliers.
- Strong organisational and administrative capability, including use of marketing systems, databases and reporting tools.
- Sound judgement, initiative and a practical, solutions-focused approach.
- Ability to work collaboratively and maintain effective relationships with internal and external stakeholders.

Cultural commitment

NAFA is committed to elevating First Nations Peoples, stories and leadership. The Marketing & Development Manager is expected to demonstrate an ongoing commitment to Cultural respect, ethical engagement and the amplification of First Nations voices in line with community expectations and Cultural authority.