



POSITION DESCRIPTION

Marketing Manager

EMPLOYMENT TYPE

Full-time subject to annual performance review

CONTRACT DATES

12 months from November 2026 with option to renew

SALARY RANGE

\$80,000-\$90,000

ABOUT ILLUMINATE ADELAIDE

Illuminate Adelaide is a celebration of art, light, music, food, and technology, shining a light on Adelaide each July as South Australia's largest major winter event.

Welcoming people from all walks of life to experience a program of free and ticketed events by local, national and international artists and companies, Illuminate takes over the city's streets, laneways and buildings to encourage city-wide exploration of all that Adelaide has to offer; driving and expanding visitation and embedding creativity and technology onto Adelaide's streets in the cooler winter months.

The event is presented by Illuminate Adelaide Foundation Ltd, under the curation and leadership of its Creative Directors Rachael Azzopardi and Lee Cumberlidge.

JOB SUMMARY

The key purpose of this role is to support the Head of Marketing and Communications by providing input and managing deliverables of the marketing campaign to reach key departmental and organisational objectives. You will manage and provide leadership for marketing coordinators to ensure all deadlines are met in line with key objectives.

This includes but is not limited to leading, planning and the execution of Illuminate Adelaide's owned digital and paid channels including event website content, social



media, eComms, SEO, SEM, negotiated media bookings and development of content and communications schedules. The role is responsible for the management and briefing of the content strategy, content creation (all mediums), user experience across all platforms and meeting ambitious KPIs for campaign reporting. You will oversee key marketing mix projects (such as event signage, merchandise orders and promotional activities), implementing partnership deliverables, and providing administrative support to the publicity team.

KEY WORKING RELATIONSHIPS

Reporting to the Head of Marketing and Communications, you will liaise with other event staff including Illuminate Adelaide Co-Founders and Creative Directors, Development, Programming and Production. In addition, you will also work with external artistic companies, government bodies, sponsors, cultural institutions, suppliers and other key stakeholders. A high level of communication with suppliers including agency, content creators and other key output suppliers will be required.

KEY RESPONSIBILITIES

- Overall provide support to Head of Marketing and Communications where required to ensure all deliverables are met on time and to budget
- Oversee and support in the execution of outputs related to the marketing campaign including but not limited to eComms, social media, traditional advertising, website, print, outdoor, promotions, activations and in-event signage and wayfinding
- Management and execution of the content strategy including content creation, photography and videography campaigns, advertising and copywriting across all outputs
- Coordinate media buys and outputs including briefing creative, internal approvals and asset supply to advertisers
- Coordinate paid spend and campaigns via Illuminate Adelaide owned channels such as Facebook/Meta Business Manager, Google Adwords, and Tiktok/Spotify advertising suite
- Liaise with designers, agency, media and other key suppliers with the view to maximize cost-efficient production and delivery of campaign materials on time and in line with Illuminate Adelaide's holistic vision



- In consultation with Head of Marketing and Communications, deliver the eComms strategy including writing and sourcing content, building assets and managing database
- Deliver organic social media strategy including community management, writing and sourcing content and managing our content calendar
- Lead the curation and input of content on the Illuminate Adelaide website ensuring accurate and up to date information is available to the public at all times
- Lead the delivery of signage / wayfinding planning with direction by management
- Lead delivery and stock management of merchandise, staff credentials and uniforms as required
- Support in content capture, editing and archiving of all marketing-related assets, including ensuring video and photography are captured and archived
- Provide administrative support to the local and national publicity team, including media kit preparation, information sharing and assisting with media ticket requests
- Other duties as reasonably directed that are consistent with the skills and experience commensurate with the responsibilities of this position
- Work collaboratively with the team to develop and implement plans to broaden and deepen engagement with stakeholder groups including assisting with the management and delivery of events where required
- Work collaboratively with the ticketing department to use data collation and insights to enhance the customer experience year-on-year
- Support the relationship with ticketing providers working collaboratively and assist in managing complimentary ticketing request approvals where required
- Coordinate planning and execution of cross promotional activations as directed by management
- Assist in the implementation and management of systems and principles to conduct regular research and data analysis and ability to report on customer insights and profiles
- Manage the analysis, tracking and reporting on the effectiveness of all elements of the event campaign using available technology and systems to obtain ROI tracking
- Provide support and direction where required to partnerships team ensuring all stakeholder deliverables are met and reported on as contractually agreed



KEY SKILLSET

- Excellent written and verbal communications
- Demonstrated time management and attention to detail
- Ability to create, meet and maintain deadlines
- Ability to work autonomously and in a team environment
- Knowledge and understanding of the arts and entertainment industry – local and national
- Analytical, conceptual and problem-solving skills
- Excellent office administration and computer literacy skills, including demonstrated experience in Microsoft Office
- Experience with email marketing for purpose of brand awareness and eCommerce
- Experience working with paid digital advertising platforms such as Facebook/Meta Business Manager, Google Adwords, Spotify advertising and Tiktok advertising

DESIRABLE

- Marketing experience working within major events industry and tourism
- Experience with website content curation and navigation using Umbraco suite, including analyzing traffic results via Google Analytics
- Understanding of media buying fundamentals and creative briefs
- Event specific outputs including, signage / wayfinding, print media and other key event specific collateral creation
- High proficiency in managing organic and paid social media platforms, including Facebook, Instagram, LinkedIn, and TikTok
- Experience with Tessitura ticketing systems and processes
- Experience with email marketing for purpose of brand awareness using Wordfly and Campaign Monitor platforms
- Experience with Adobe Creative suite for image and video editing (with particular focus on Adobe Premiere Pro and Adobe Photoshop)
- Intermediate graphic design experience will be looked on favourably, particularly experience working in Adobe Illustrator and Adobe InDesign