



CHENREZIG INSTITUTE
Celebrating 50 years, 1974 – 2024

Position Description

Marketing Manager - Big Love Festival 2024

Position Summary

The inaugural 3-day Big Love Festival celebrates 50 years of Chenrezig Institute and Tibetan Buddhism in Australia, and is being held onsite at Chenrezig Institute, from Thursday 26th to Saturday 28th September 2024.

Branding has already been developed, marketing has already begun and tickets are already selling. As the Marketing Manager you will play a vital role in driving ongoing ticket sales through festival promotion and brand awareness through multiple platforms/marketing/communication methods.

Marketing begins now and will continue throughout each day of the festival to continue to promote single day ticket sales. After the festival, you'll share lessons learnt to inform the 2025 festival marketing team.

Primary Responsibilities

- Create a comprehensive **marketing plan** that aligns with the festival's objectives and target audience. This involves identifying key marketing channels, messaging, and tactics to promote the event effectively.
- Implement **advertising campaigns** across various channels such as social media (organic and paid reach), email marketing, print (flyers, posters) and print distribution, possibly radio/television, This may involve negotiating advertising deals and partnerships with media outlets.
- Ensuring **consistent branding** across all festival materials and communications. This includes maintaining brand guidelines, logos, and messaging to reinforce the festival's identity and values.
- Developing **strategies to engage with the festival's target audience** before, during, and after the event. This may involve creating interactive online content, organising contests or giveaways, and fostering community engagement through social media and other platforms.
- **Building relationships** with the media, influencers, tourism, government and other stakeholders to generate positive publicity for the festival. This includes writing press releases and managing media inquiries.
- **Drive ticket sales** and track sales metrics.
- **Identify potential sponsors and negotiate sponsorship deals** to secure funding or in-kind support for the festival. This includes creating sponsorship packages, managing sponsor relationships, and fulfilling sponsorship

obligations.

- **Conduct research** to understand marketing industry trends, competitor activities, and audience preferences. Analysing data and feedback to **evaluate the effectiveness of marketing efforts and identify areas for marketing improvement.**
- **Develop and manage the marketing budget for the festival**, including allocating funds effectively across various marketing initiatives and monitoring expenses to ensure cost-effectiveness.
- **Maintain effective communication and work with other festival team members** to ensure seamless coordination and execution of marketing initiatives.
- **Track and evaluate the success of marketing campaigns, and prepare detailed Progress and Budget reports** 7 days prior to monthly meetings
- **Being prepared to handle unexpected challenges** or crises that may arise before or during the festival, and respond calmly and skillfully, including developing contingency plans and effectively communicating with stakeholders to mitigate any negative impact on the event's reputation or success.
- Ensure all decisions are endorsed by the Project Manager - Big Love Festival.
- Ensure adherence to all health and safety standards and report issues

Reporting

- Weekly meetings with the Project Manager - Big Love Festival.
- Marketing and Promotion Progress and Budget report prepared monthly, 7 days prior to a monthly meeting.
- Daily meetings each day of the festival with the Project Manager - Big Love Festival.
- Final summary report following festival, to inform 2025 festival marketing.

Equipment and access to facility

Chenrezig Institute will supply the necessary equipment to ensure the position can be effectively carried out, including office space.

Policies and Procedures

Working in accordance with all Chenrezig Institute HR Policies & Procedures
Commit to the FPMT Ethical Policy and Protecting from Abuse Policy.

Employer Chenrezig Institute	Department Special Projects	Title Marketing Manager - Big Love Festival 2024
Employment Term Volunteer - 7 months (April - October 2024)	Location Onsite & WFH	Hours (pw) 10 -20 approx
Reports to Project Manager - Big Love Festival 2024	Supervisor Project Manager - Big Love Festival 2024	Position Approved []
Mandatory Qualifications/Skills <ul style="list-style-type: none"> ● Proven experience (2+ years) in marketing and promotion, preferably in the events or entertainment industry. ● Strong understanding of current digital marketing best practices, including proven experience in paid ads (Insta/FB/Google) ● Excellent written and verbal communication skills. ● Ability to supervise others and ensure team cohesion, harmony and visioned outputs are achieved. ● Ability to manage multiple projects simultaneously and meet deadlines. ● Strong analytical skills with the ability to interpret data and generate actionable insights. ● Ability to work collaboratively in a dynamic team, and manage relationships with Chenrezig Institute and broader stakeholders. 	Preferred Qualifications/Skills <ul style="list-style-type: none"> ● Knowledge of SEO principles and strategies. ● Proficiency in graphic design and video editing tools (e.g. Canva, iMovie). ● Previous experience with CRM systems and marketing automation tools. ● Familiarity with email marketing platforms (e.g. Mailchimp) ● Knowledge of website analytics tools e.g. Google Analytics, Meta ● Experience working with influencers and brand ambassadors. 	Desirable <ul style="list-style-type: none"> ● Bachelor's degree in Marketing, Communications, or related field. ● Fluency in multiple languages. ● Experience with photography and/or videography. ● Previous experience with project management tools e.g., Asana, Trello ● Familiarity with ticketing platforms such as Humanitix.