



CINEFESTOZ MARKETING AND DIGITAL ENGAGEMENT MANAGER POSITION DESCRIPTION

REPORTS TO: Chief Executive Officer

DIRECT REPORTS: TBD but could include sub-contractors like Communications Advisor, Box Office Manager, Marketing Assistant and external branding services

WORK TYPE: Fixed term role from January 2026 to October 2026, part time 3 days a week with full time hours during festival and 6 weeks prior.

SALARY: \$75,000 - \$80,000 pro-rata

AWARD: Live Performance Award, Level 6

LOCATION: Western Australia / South West

ABOUT CINEFESTOZ

CinefestOZ is a not-for-profit organisation, owned by Geographe French Australian Festival Inc (GFAF Inc) and presents festivals and events in Western Australia, using the medium of screen to entertain, inform, inspire and educate. In addition to presenting festivals, CinefestOZ delivers an industry program and a schools program and tours across WA. CinefestOZ vision is to be a thriving and sustainable leader in the Australian screen industry by promoting remarkable screen content. In doing so, the organisation will bring together artists, storytellers, and audiences to learn from each other and inspire, educate and support the development of the next generation of storytellers.

Western Australia's premiere destination CinefestOZ Film Festival, is in its 18th year and is centred in the South West and focused on Australian film. Each year over nine days in August and September, CinefestOZ offers a slate of new feature films, documentaries and shorts, galas and events and industry deep dives. The Australian and Western Australian film industry, as well as a diverse audience of film lovers, embrace the festival as their own special event. A range of stakeholders, volunteers and community groups support this homegrown event.

ROLE OVERVIEW

CinefestOZ is seeking an experienced and versatile marketing professional to lead audience engagement, drive ticket sales, and maintain a strong, cohesive brand presence year-round. This role drives strategy and is part of the management team supports the planning and delivery of our core festival and associated programs.

The position manages advertising budgets to ensure effective campaign reach, oversees sales initiatives, and digital content strategy. It also works closely with the ticketing team to maximise sales opportunities.

A key part of the role involves building and maintaining relationships with media and regional stakeholders (including MRBTA, Bunbury Geographe, Australia's South West) to leverage promotional and ticketing partnerships. The Marketing and Digital Engagement Manager also enhances the customer journey across digital touchpoints, from website and SEO to box office systems implementing strategies that incentivise audience engagement, increase the festival profile and boost sales.

While the ideal candidate would be a marketing "unicorn," skilled across branding, social media, design, publicity, sales, and digital campaigns, we know that's a rare find! Instead, CinefestOZ will assess the broader marketing needs of the organisation and build complementary skills around the successful applicant.

Applicants should have demonstrated experience in **at least three of the following areas** to be considered for the role.

This is a fixed term part-time role equaling to around 3 days a week with hours and pay rising to full time during Festival periods, with possible permanency. CinefestOZ has an office in Busselton with a fixed fortnightly team meeting and Tuesday pivot days. Hybrid working arrangements are welcome including working split days and from home regularly.

ROLE FUNCTION AREAS

1. Digital & Social Media (including EDMs)

- Create, schedule, and manage dynamic content across Instagram, Facebook, YouTube, LinkedIn, and TikTok.
- Prioritise high-performing formats such as Reels, Stories, and carousel posts to drive engagement and ticket sales.
- Collaborate with content capture teams to produce trailers, festival recaps, behind-the-scenes content, and live coverage of events such as red carpet walks, panels, and awards.
- Establish and manage broadcast channels for key live moments during the festival.
- Provide analytics and performance reporting, recommending adjustments to paid and organic campaigns.
- Develop and manage EDM campaigns, ensuring alignment with festival programming and ticketing offers.

2. Graphic Design & Branding

- Ensure consistent application of CinefestOZ's visual identity across all assets, digital and print.
- Design print and digital collateral, including posters, flyers, signage, and social media templates.
- Work with external contractors and agencies to produce advertising materials and marketing assets including briefings for printed program.
- Review and update visual strategy for photography and videography to support festival storytelling.

3. Marketing Strategy & Management

- Support the CEO in reviewing, developing, and implementing the overall marketing strategy and sub-plans.
- Provide insights and recommendations to maximise brand reach, awareness, and audience conversion.
- Coordinate the Marketing and Ticketing team alongside Program, and Partnerships teams to align content, campaigns, and promotions.
- Analyse ticketing trends and audience data to inform campaigns and increase conversion.
- Maintain relationships with strategic partners and stakeholders to leverage promotion and sales opportunities.
- Support festival launches, regional press activations, and events that directly drive audience engagement and sales.
- Coordinate workflow from program creation to release across the full festival team for streamlined ticketing experiences and announcements.
- Oversee photography and videography briefing and contractors

4. Publicity & Communications

- Develop and maintain key media relationships locally, nationally, and internationally.
- Drive media coverage across radio, print and broadcasters, including interviews, VIP engagements and outside broadcast media activities.
- Create written content across the festival calendar for a range of channels including the festival e-news and blog.
- Implement media monitoring and analysis to inform future campaigns.

5. Website/ digital integrations

- Develop digital strategies and collateral to drive ticket sales, including launch discount programs and donor campaigns (e.g., Flick it Forward).
- Manage website and CMS updates, ensuring timely and accurate content across the festival calendar.
- Oversee ticketing integration (third party) to website along with required upgrades/ page builds, and design updates for seasonal campaigns

SKILLS & EXPERIENCE REQUIRED

- Proven ability to develop and execute marketing and communications strategies.
- Strong social media management, content creation, and community engagement skills.
- Design proficiency with Adobe, Canva, or similar software.

- Excellent written and verbal communication; attention to detail.
- Experience with CMS, email marketing platforms (e.g., MailChimp), and digital campaign management.
- Stakeholder management experience, including government and corporate/media partners.
- Ability to manage multiple projects in a fast-paced environment
- 5+ years prior experience in marketing or similar type role, preferably in arts with experience managing and motivating a team
- IT literacy – MS Office, Excel, Word, PowerPoint and Outlook

APPLICATION PROCESS

Applications to be directed to Seek, please attaching the below:

1. A max 2-page cover letter with overview of experience and capability **across three or more** of the functional areas above and highlighting areas where additional skills may need to be supported by CinefestOZ.
2. Examples of past work (campaigns, collateral, social media content).
3. Current CV with details of two referees

If you are unable to submit an application online or if you have any questions or queries regarding the application process or position, please email us at jobs@cinefestoz.com

At CinefestOZ we support and celebrate diversity. CinefestOZ is proud to be an equal opportunity employer. Persons of all backgrounds and beliefs are encouraged to apply.

By submitting an application for this position, you acknowledge and accept our Privacy Policy, which is available to view on our website.

