



ROLE TITLE	Marketing Coordinator
REPORTS TO	Marketing Lead (Screenkind)
LOCATION	Adelaide Studios, 1 Mulberry Road, Glenside SA 5065
EMPLOYMENT	Full-time, Fixed Term — ASAP to November 2026
APPLY TO	careers@adelaidefilmfestival.org

ORGANISATION OVERVIEW

Adelaide Film Festival (AFF) is South Australia's premier screen event and one of Australia's leading film festivals. It is a celebration of courageous cinema where filmmakers and audiences come together for two weeks of local and international film premieres, art, talks and parties in October.

Named as one of the top 50 film festivals in the world by Variety, AFF has a reputation for being distinct and innovative. AFF screens features, shorts, documentaries and moving image projects you can't see anywhere else, from both emerging and established Australian and global talent.

Alongside the festival, AFF manages an Investment Fund and hosts regional initiatives, a film club, an educational AFF Youth program, filmmaker and artist development initiatives, and other experiences that help people see the world in a totally new light.

Adelaide Film Festival 2026 will be held from 14 – 25 October.

MISSION STATEMENT

- To present a festival which celebrates and explores contemporary Australian and international screen culture with a unique program of screenings and special events, which aim to increase audience knowledge and participation.
- To increase and stimulate innovative and new screen production through the provision of equity finance for work premiering at the festival.
- To raise the profile of arts and screen culture in South Australia for audiences and practitioners.

[VISION STATEMENT]

Vision 1: To deliver a distinctive festival, unique in the landscape of Australian film festivals, which integrates with the existing calendar of successful South Australian cultural festivals.

Vision 2: To attract complementary arts and cultural events and partnerships to raise the profile of the State and festival and extend opportunities for the local industry.

Vision 3: To use the AFF Investment Fund to capitalise on local and national creative strengths in order to boost production in the State, increase business and employment opportunities, and enhance the State's national and international reputation as a centre of independent filmmaking.

Vision 4: To create, market and present a challenging and distinctive screening program, accompanied by a substantial forum program, which profiles and explores key program themes and approaches to screen practice.

Vision 5: The festival will be relevant to both the general public and the industry, attracting a broad audience demographic and introducing this audience to innovative areas of screen practice.

Vision 6: To reflect current and future trends in the film and screen-based industries.

Vision 7: To present a film festival and associated events which consistently meet audience and financial targets.

[ROLE PURPOSE]

The marketing function at AFF is responsible for management of the festival's brand, audience development, strategic communications, advertising campaigns and digital activities.

The Marketing Coordinator works closely with the Marketing Lead, who provides strategic direction, writes briefs for agency and partner relationships, and sets the framework within which the Coordinator operates. Day-to-day execution is largely independent - the Coordinator is trusted to manage their workload, make routine decisions and keep things moving. The Marketing Lead is actively engaged and provides direction and sign-off on key outputs as needed.

This is a hands-on execution role that requires strong organisational skills, good judgement and the ability to manage competing priorities across a busy festival lifecycle. The Coordinator is the primary point of day-to-day delivery across the majority of marketing channels from April through to the conclusion of the festival in late October.

From April to mid June (prior to a Content Creator joining the team), the Coordinator takes on primary responsibility for social media publishing, copywriting, basic design and video editing in addition to all other duties. During this period the Coordinator manages the content schedule and timelines independently, planning ahead and communicating proactively with the Marketing Lead to keep key outputs on track and on brief.

[KEY RESPONSIBILITIES]

Digital Marketing, Website and Email

- Manage and update the AFF website (including event and venue pages, SEO on event listings, and tracking web fixes), build and deploy email newsletters, implement paid digital advertising campaigns across Meta and Google, and maintain What's On listings across relevant external platforms, including day-to-day asset trafficking, list management and channel performance monitoring.
- Execute the social media content calendar across all platforms, including writing, designing and scheduling content, managing community engagement, and capturing real-time content at events and screenings.
- Create and organise content across digital channels (including copy, basic design, photo and video editing, and film asset collection), with primary responsibility from April to mid June, and a supporting role once the Content Creator joins the team.

Partnerships, Publicity and Direct Marketing

- Support the Marketing Lead's management of agency, media partner and publicist relationships - assisting with creative briefs, coordinating on asset requirements and content delivery, and managing day-to-day trafficking between the agency and publishing platforms. During the festival the Coordinator liaises with distributors and filmmakers on the receipt and approval of marketing assets, coordinates sponsor and partner marketing deliverables in line with agreed commitments, and supports the Content Creator in capturing social and content opportunities with talent and guests, when required.
- Implement the direct marketing program (i.e. contacting local audiences, filmmakers and community organisations), and liaise with cinemas and printers on signage, venue requirements and print production.
- The Marketing Coordinator serves as the on-the-ground presence for internal teams including Programming, Box Office, Development and Events - helping to facilitate asset requests, coordinate information and keep day-to-day activity moving.

Operations and Festival Period

- Maintain the marketing calendar, raise and log purchase orders throughout the engagement, and assist the Marketing Lead with compiling performance data and reporting as required.
- Provide day-to-day direction to the Marketing Assistant during September and October, assist with the production of the printed program, and support tickets, guest lists and red carpet events as required.
- Provide dedicated on-the-ground marketing support across the Adelaide Film Festival in October, including availability for evening and weekend sessions, and contribute to post-festival reporting as directed.
- Other duties as required.

[KEY RELATIONSHIPS]

- Marketing Lead - primary point of strategic direction, briefing and approvals.
- Content Creator
- Marketing Assistant
- Publicist
- Design / Brand Agency
- Website Agency
- Photographers and Videographers
- Media Partners
- Programming, Box Office, Development and Events teams

[CAPABILITIES REQUIRED]

Technical

- Knowledge of marketing and communications theory and methodology across different media.
- Advanced computing and data skills: demonstrated knowledge of applications such as Microsoft Office Suite, Google Workspace, Adobe Creative Suite, Canva, Mailchimp, Meta Business Suite, Google Ads Manager and other content management systems. Familiarity with project management tools and basic SEO practice is an advantage.
- Effective social media management and content creation across multiple platforms.
- Strong copywriting, grammar and punctuation skills.
- Research and critical thinking skills, preferably in relation to film and the screen industry.

Personal

- Great interpersonal and communication skills.
- Passionate about film and the delivery of successful, impactful events that can change lives, touch hearts, build community engagement and entertain.
- Personal qualities of energy, initiative, commitment to teamwork and collaboration and respect for others.
- Demonstrates good judgement in implementing decisions and recognising when to seek direction from the Marketing Lead.
- Positive, energetic team member.
- A quick learner with a good eye for detail.
- Efficient and patient.
- Excellent time management and problem-solving skills — enjoys a challenge.
- Punctual and reliable.
- Ability to work effectively both under direction and independently depending on the task, and to prioritise workloads and meet competing deadlines.

Experience

- Experience implementing integrated marketing communications campaigns, with the ability to manage day-to-day execution and report back clearly and proactively to a senior lead.
- A proven ability to build collaborative relationships with a wide range of internal and external partners and contributors.
- Experience working in high pressure environments with competing deadlines.

- Demonstrated experience managing digital content across multiple channels.
- Experience working in a festival, arts or cultural environment is desirable.
- Experience, understanding and a passion for film and the screen industry is desirable.

Qualifications

- Essential: degree qualifications in Marketing, Communications, Media, Arts, Film or equivalent.

[WORKING CONDITIONS]

- Out of hours work and flexibility in respect of working hours will be required, particularly during the festival period and in the lead-up to it.
- Comply with all internal office procedures, including financial procedures, budget monitoring and management, work health and safety, and administration processes.