

**DIGITAL MARKETING COORDINATOR  
POSITION DESCRIPTION**

<b>Title</b>	Digital Marketing Coordinator
<b>Office Location</b>	1-3 Spring St, Burnie, Tasmania
<b>Immediate Supervisor</b>	Head of Marketing and Brand
<b>Final Report</b>	CEO
<b>Period of Contract</b>	Maximum Term Full Time 31st August 2026 –6th April 2027.
<b>Remuneration</b>	\$64,000 Per Annum Pro Rata + Superannuation

**OVERVIEW**

Our biennial statewide festival presents Lutruwita/Tasmania in a global exchange of arts and culture, deeply connected to place. We commission bold new works by Tasmanian artists and bring extraordinary art from across the globe, transforming familiar and unexpected places into sites of connection and celebration. Through this work, we foster artistic innovation, empower communities, and invite Tasmanians to explore and celebrate their identity. We cultivate belonging, wellbeing, and cultural confidence across the island.

**PURPOSE OF THE POSITION**

Reporting to the Head of Marketing and Brand, the Digital Marketing Coordinator is responsible for rolling out the Festival’s digital marketing campaign across all channels. The role delivers and manages Ten Days’ social media, email marketing, website and third-party listings, and produces and edits digital content to raise the profile of the Festival, grow audiences, and drive ticket sales.

**KEY DUTIES AND RESPONSIBILITIES**

**SOCIAL MEDIA**

- Plan, create, schedule and post organic social media content across all channels, ensuring messaging and branding are clear, consistent and adhere to Ten Days’ brand framework.
- Set up, run and monitor paid social media campaigns and boosted posts to drive ticket sales and brand awareness, working within set budgets.
- Create and manage social media events for the Festival program and individual shows.
- Identify opportunities for social media stories and promotions, and develop and curate innovative ideas to respond.

**CONTACT**

Ten Days on the Island  
info@tendays.org.au  
P: +61 (0)3 6406 0200

**MAIL**

PO Box 157  
Burnie TAS 7320

**tendays.org.au**

ABN 17 096 692 690

- Monitor, analyse and report on social media channels and recommend improvements accordingly.

#### **EMAIL MARKETING (MAILCHIMP)**

- Build, write, test and send Mailchimp campaigns (eDMs and newsletters), managing audience lists, segments and send schedules.
- Track email performance – opens, clicks and unsubscribes – and refine campaigns accordingly.

#### **WEBSITE**

- Update and maintain the website, including content, event and ticket information, promotions and partner events, keeping everything current and accurate.
- Collect, monitor and analyse website metrics and recommend improvements accordingly.

#### **THIRD-PARTY EVENT AND TOURISM PORTALS**

- List and maintain Festival events across third-party event and tourism portals, keeping details, images and links accurate and up to date.

#### **IMAGE AND VIDEO**

- Edit images and video for use across social media, website, email and digital advertising, ensuring sizing, quality and branding are right for each platform.
- Coordinate photography and videography of material used to promote Ten Days, the Festival program and partners, including scheduling, permissions, use and archiving of documentation.

#### **CONTENT AND COPY**

- Create collateral across all channels – writing, editing and proofing copy, sourcing and creating images – ensuring timely, relevant, on-brand content.
- Work with the contract copywriter and design partners on content appropriate for different digital platforms.

#### **ANALYTICS AND REPORTING**

- Apply data and analytics to customise and optimise content and campaigns.
- Collate event statistics and data for post-Festival reporting.

#### **TICKETING AND PARTNERSHIPS**

- Work with the Ticketing team to set up and communicate discount codes, packages and promotions in a timely manner.
- Ensure partner logos, tags and content are correctly used and captured for partnership acquittals.

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## COMMUNICATION

- Liaise and work collaboratively with all Festival departments, staff members and volunteers to ensure open and clear communication across all departments.
- Keep the Head of Marketing and Brand up to date on all developments and activities relating to digital marketing delivery, including a weekly report in writing or at a meeting.
- Participate in Ten Days' staff and departmental meetings.

## GENERAL

- Work within expenditure budgets and collaborate with the Head of Marketing and Brand to monitor and report on expenditure.
- Attend Ten Days' meetings, events and functions as required.
- Be mindful of environmental impact in all practices and collaborate with all festival personnel to minimise wastage.
- Participate in Festival debrief processes, including preparation of a role-specific post-festival report.
- Any other duties as reasonably requested by the Head of Marketing and Brand.

## SELECTION CRITERIA

### Essential

1. Minimum of three years of professional experience in a similar digital marketing role, or an equivalent combination of relevant knowledge, training, and experience.
2. Demonstrated experience managing social media channels, including paid social advertising.
3. Proficiency with email marketing platforms (e.g. Mailchimp) and website content management systems.
4. Sound image and video editing skills and a good eye for on-brand, platform-appropriate content.
5. Excellent writing, editing and proofing skills with strong attention to detail.
6. Excellent interpersonal and communication skills in dealing with a wide range of stakeholders and internal departments.
7. Exceptional time management skills, including the proven ability to prioritise workload and meet tight deadlines.

### Desirable

1. Previous experience within an arts festival or events environment.
2. Experience with Google Analytics, SEO and digital advertising platforms.
3. Skills in Adobe Creative Suite (or equivalent) and Canva.
4. Driver's Licence.

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## **OCCUPATIONAL HEALTH AND SAFETY AND EQUAL EMPLOYMENT OPPORTUNITY**

Ten Days is committed to high standards of performance concerning Occupational Health and Safety and the provision of Equal Employment Opportunity. All employees are expected to participate in maintaining safe working conditions and practices, as well as promoting and upholding the principle of fair and equitable access to employment/promotion, personal development and training and the elimination of workplace harassment and discrimination.

## **WORK CONDITIONS**

This position is based in Burnie, Tasmania. Normal office hours of work will be 9 am to 5 pm with a daily lunch break of one hour; however, there will be times when considerable out-of-hours attendance will be needed. Hours of work will include weekend and on-call response during the lead up to and throughout the Festival and other Ten Days' events.

## **TIME OFF IN LIEU**

Ten Days has a Time Off In Lieu (TOIL) policy for full-time PAYG staff members of six months duration or longer. TOIL policy details will be found in your contract of employment along with the process of accruing and using TOIL. The full TOIL policy will be made available to you as requested.

## **ANNUAL AND PERSONAL LEAVE**

Subject to the terms and conditions of the employment contract, the employee will be entitled to:

- holiday leave accrued pro rata at the rate of four weeks for every 52 weeks worked. No leave loading will be paid.
- personal leave of 10 days per annum (pro rata). No payment is made for unused personal leave during the contracted period.

## **HOW TO APPLY**

Please provide a one-paragraph response to each of the Essential Selection Criteria above.

Email your response to the Essential Selection Criteria with a current CV and a brief cover letter to [jobs@tendays.org.au](mailto:jobs@tendays.org.au)

Please use Digital Marketing Coordinator as the subject line of your email.

Applications must be received by **5pm, Wednesday 15<sup>th</sup> July 2026**

If you have any questions about the role or the application process, call or email:

**Caro Watson**  
**Head of Marketing and Brand**

+61 499 113 675 | [carolyn.watson@tendays.org.au](mailto:carolyn.watson@tendays.org.au)

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