



Position title	Marketing & Fundraising Manager
Employment status	Full-Time, 1 FTE
Term	Contract, fixed term 1 year
Salary	\$80,000 + Superannuation
Position reports to	Chief Executive Officer
Location	Victorian Pride Centre, Suite 2039, 115 Fitzroy St, St Kilda, VIC 3183, Australia
Reports	Volunteers, interns.

How to apply

Email your CV and cover letter addressing the Key Selection Criteria (detailed below) to MQFF CEO, David Martin Harris, **by 5:00 pm, Monday 7 February 2022**: david.harris@mqff.com.au

If you have questions about the role or would like to speak with David prior to your application, please email david.harris@mqff.com.au with your contact details to arrange a time to call.

Environment

The Melbourne Queer Film Festival is Australia's oldest and largest film festival celebrating the diverse stories of the lesbian, gay, bisexual, transgender, intersex and queer (LGBTIQ) communities. It operates under a mission to engage the community with the best LGBTIQ content in order to educate, entertain and celebrate diversity.

We believe in the power of film to tell the stories of our communities and as an organisation, our focus is to identify and bring to our audiences shared stories that help to change lives.

Each year, approximately 26,000 people watch films at one of our events, which include a main festival in November as well as a range of regional, member and online screenings and events throughout the year.

About the role

The Marketing & Fundraising Manager is a new role at MQFF responsible for driving revenue from tickets sales as well as non-government income. Reporting directly to the CEO and working in a small dynamic team, the Marketing & Fundraising Manager will be responsible for: the development and delivery of all Marketing and Communications functions of the Melbourne Queer Film Festival to drive ticket sales; income generation through fundraising in the form of corporate sponsorship procurement and philanthropic appeals; negotiation and contract management; building the public profile and brand of MQFF; and representing the organisation to a diverse array of stakeholders.

Key Accountabilities

Marketing & Communications

- Development and delivery of the annual marketing and communications strategy for the main festival and satellite events throughout the year, including MQFF's online streaming platform.
- Managing ticketing build and operations of the ticketing system.
- Ticketing reporting including relevant financial reporting.
- Sales and revenue forecasting and analysis.
- Delivery of festival key-art, trailer, program guide, poster, banners and associated marketing collateral.
- Conducting audience and market research.
- Website and digital communications management.
- Managing communications and marketing interns and volunteers.
- Managing any third-party contractors in relation to marketing and communications.
- Assisting the CEO with public relations related activity.
- Oversight and management of mailing and VIP list databasing.
- Management and strategy development for MQFF's Members Program.

Fundraising

- Developing and delivering the MQFF Sponsorship Program.
- Proposal writing and sponsor solicitation, including contracting.
- Writing sponsorship acquittals.
- Developing and maintaining MQFF's Corporate Profile.
- Assisting the CEO with annual government grant acquittals.
- Assisting the CEO with MQFF's Donor Program including developing and implementing donor communications strategies.
- Assisting with festival events as they pertain to stakeholders.

General

- Provide a warm and welcoming service to the public, our audience, corporate supporters, donors, funding bodies, colleagues, filmmakers, and producers and an effective liaison with relevant MQFF staff.
- Writing reports, including reports to the MQFF Board of Directors.
- Working with other MQFF staff members to develop creative and innovative festival events for Victorian audiences.
- Providing advice and support to the CEO on any matters deemed necessary.

Key Selection Criteria

Knowledge and skills

- **Sales & Marketing** – at least 5 years working at a similar level with proven experience in delivering results in sales and marketing. Ability to provide strategic advice, drive financial growth and meet budget targets.
- **Fundraising** – proven experience in generating income via corporate sponsorships and philanthropy in the not-for-profit sector.
- **Knowledge** – an Undergraduate Degree in marketing / communications, or similar qualification, and a strong understanding of the LGBTQI+ community.
- **Technical** – capacity to manage technical systems including conducting ticketing builds and managing the MQFF website. Proficient in the Apple environment, MS Office Suite (Excel, Word, Outlook), web research and social media platforms.

MQFF Position Description

	<ul style="list-style-type: none">• Relationships – capacity to work in a small and dynamic team environment. Capacity to work with all facets of the LGBTQI+ community and organisational stakeholders including sponsors, donors and government.• Festival Environment – demonstrated experience in the Arts / Cultural / Community / Not-for-Profit sector.
Personal qualities	<ul style="list-style-type: none">• Delivery – exceptional organisational skills, attention to detail, ability to meet deadlines and manage multiple projects simultaneously.• Commitment - A commitment to MQFF’s mission and a broader understanding of the role the MQFF plays in the local and international queer film festival context• Flexibility - adapts approaches and work to changes in the environment and effectively meets new challenges.• Initiative and Accountability - takes responsibility for actions and proactively implements work plan and addresses issues.• Integrity - instils mutual trust and confidence and behaves in a fair and ethical manner towards others, demonstrating a sense of corporate responsibility and a commitment to community.• Collaboration - cooperate effectively with the team and work collaboratively to achieve work plan and goals.
Qualifications and experience	
<ul style="list-style-type: none">• An undergraduate Degree in marketing or communications, or one that underpins the tasks required in the role.• Experience in arts and/or not-for-profit sector.• Experience in the LGBTQI+ sector will be viewed favourably.	
Our Values	
<ul style="list-style-type: none">• Community - We are a part of, and work for the benefit of our community• Diversity - We value difference. We seek to bring out the best in each other and respect everyone's contribution• Fun - We are bold and creative and strive to bring fun to our community and to our staff, supporters and volunteers• Integrity - We are professional• Quality - We expect to succeed. We work hard and deliver our best at all times	
Hours	
<p>Standard work hours apply: 9am-5pm, Monday – Friday. Work will be required outside normal business hours and on weekends, particularly in the lead up to the festival.</p>	

Key Relationships

External:

Contractors including ticketing systems and website management.

MQFF Sponsors

MQFF Patrons (Sweethearts)

MQFF Members

Arts/Cultural/Queer Groups

Venue Management

Hospitality Suppliers

Event Producers

Internal:

Chief Executive Officer

Board of Management

Program Director

MQFF Staff

Festival Assistant

Volunteers and Interns

Key Metrics

Income generation – as measured through ticketing revenue and non-government income growth (sponsorship and donations)

Customer Experience – as measured by survey. The experience of doing business with MQFF both online, over the phone and through the ticketing system.

Customer Satisfaction – as measured by audience survey.

Building public profile – increase in engagement with the MQFF brand as demonstrated through growth and engagement with communications channels.