



Position title	Marketing & Fundraising Manager
Employment status	Full-Time, 1 FTE
Term	Contract, fixed term 1 year
Salary	\$85,000 + Superannuation
Position reports to	Chief Executive Officer
Location	Hybrid - Victorian Pride Centre, 79-81 Fitzroy St, St Kilda, VIC 3183, Australia
Reports	Volunteers, interns.

How to apply

Email your CV, and cover letter of no more than 2 pages addressing the Key Selection Criteria (detailed below) to MQFF CEO, David Martin Harris, **by 5:00 pm, Wednesday 15 April 2026**: info@mqff.com.au

If you have questions about the role or would like to speak with David prior to your application, please email info@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 queer (LGBTQIA+) communities. It operates under a mission to engage the community with the best LGBTQIA+ content in order to educate, entertain and celebrate diversity.

MQFF seeks to change lives through the experience of shared stories – bringing the best of world queer culture to Victoria and nurturing the development of new Australian voices.

Each year, tens of thousands of people attend our events, which includes a main festival in November as well as a range of additional programs, screenings and events throughout the year.

About the role

The Marketing & Fundraising Manager role is responsible for driving revenue from tickets sales, corporate sponsorship and philanthropy. 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 and engagement; income generation through fundraising in the form of corporate sponsorship procurement and philanthropic appeals; negotiation and contract management; building and maintaining 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 and CRM.
- Ticketing reporting including relevant financial reporting.
- Sales and revenue forecasting and analysis.
- Oversee the development of festival artwork and deliver marketing collateral and promotional materials.
- Conducting audience and market research, and providing commentary and analysis.
- Website and digital communications management, including copywriting for website, email, and digital marketing campaigns.
- 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.
- Maintaining and managing multiple databases, including audience lists, VIP contacts, and email subscribers.
- 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 reports and 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 a effectively liaise 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 LGBTQIA+ community.
- **Technical** – capacity to manage technical systems including conducting ticketing builds and managing the MQFF website. Proficient in the Apple environment, Microsoft Office Suite (Excel, Word, Outlook), web research and social media platforms.

	<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 LGBTQIA+ 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, strong 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 that MQFF plays in the local and international queer film festival context.• Flexibility – adaptable to changing environments and effectively meets new challenges.• Initiative and Accountability – takes responsibility for actions and proactively implements work plans 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 – cooperates effectively with the team and works collaboratively to achieve work plans 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 the Arts and/or Not-for-Profit sector.• Experience in the LGBTQIA+ 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> <p>This is a full-time role operating from the Victorian Pride Centre, St Kilda, with opportunity to occasionally work remotely.</p>	

Key Relationships

External:

- MQFF Sponsors
- MQFF Community Partners
- MQFF Patrons (Sweethearts)
- MQFF Members
- Arts/Cultural/Queer Groups
- Venue Management
- Contractors

Internal:

- Chief Executive Officer
- Board of Management
- Program Director
- MQFF Staff
- Festival Volunteers and Interns

Key Metrics

- **Income generation** – as measured through ticketing revenue and non-government income growth (sponsorship and donations).
- **Audience Engagement** – as measured by digital tools including Google Analytics, Meta Suite and more.
- **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.