

hillsceneLIVE | Position Description

Marketing and Communications Collaborator

hillsceneLIVE Arts Festival 2025–2026

About hillsceneLIVE

hillsceneLIVE is an independent development program and arts festival celebrating experimental, emerging, and interdisciplinary art practices. We champion artists who take bold creative risks, challenge norms, and open space for new conversations. Our program supports the development of live and immersive works across performance, theatre, dance, sound art, spoken word, cabaret, durational performance, and those boundary-pushing works that defy categorisation.

The 2025–2026 festival season will see hillsceneLIVE evolve into a hybrid program of in-person and digital activations, delivered across the Dandenong Ranges and online.

This exciting transition allows us to engage with wider communities, foster deeper artistic relationships, and offer a festival experience that is dynamic, inclusive, and responsive to the evolving creative landscape.

Position Summary

The **Marketing and Communications Collaborator** is a role that works closely with the Marketing and Communications Coordinator to help shape the public face and community voice of the festival. Collaborating with the Festival Director, Producers, participating artists, and broader festival team, this position supports the delivery of a cohesive marketing and communications strategy across digital, print, and community channels.

You will assist in delivering campaigns that communicate the vision, values, and vibrancy of the festival, while helping to build meaningful engagement with local audiences, artists, arts lovers, and new audiences. This role suits someone passionate about the arts with a strong flair for storytelling, design, digital engagement, and audience development.

Position Detail

Position Title: Marketing and Communications Collaborator

Type: Contract

Works with: Marketing and Communications Coordinator, Festival Director/s, Producers and Artists

Location: Remote / Work from home (must have own computer and internet access)

Contract Period: July 2025 – August 2026

Festival delivery: August 2026 (exact dates TBC)

Key Responsibilities

Marketing Strategy & Campaign Support

- Work with the Marketing and Communications Coordinator to deliver a multi-channel marketing and communications strategy that reflects the unique identity of hillsceneLIVE 2025–26.

- Assist in building and maintaining a campaign calendar aligned with festival milestones, artist announcements, ticket sales, and events.
- Support the development of key messages, audience targeting, and promotional opportunities across platforms.
- Help maintain a consistent tone of voice and visual identity across all content.

Digital Content & Community Engagement

- Create and curate engaging content for the festival's social media platforms (Instagram, Facebook, TikTok, Substack etc.) alongside the Marketing and Communications Coordinator.
- Assist in scheduling and publishing posts including artist profiles, behind-the-scenes content, countdowns, and live updates.
- Collaborate with artists to develop and share content that amplifies their work and creative processes.
- Engage with online audiences, monitor conversations, and drive community engagement.

Media & Publicity Support

- Assist in writing, editing, and distributing press releases, media kits, and public announcements.
- Help liaise with local press, arts publications, podcasts, and radio outlets.
- Support artists with media opportunities where needed.

Collateral Production & Distribution

- Work with the Marketing and Communications Coordinator to produce marketing materials such as posters, flyers, programs, and signage reflective of the theme.
- Assist in coordinating printing, distribution, and placement of collateral across local and regional locations.
- Support on-site visibility strategies during live festival days.

Website & E-news Updates

- Help update the festival website with current content, artist profiles, event listings, and ticketing links.
- Assist in drafting and distributing email newsletters via platforms like Mailchimp or Substack.

Evaluation & Reporting Support

- Support the collection of campaign analytics, audience engagement metrics, and media coverage data.
- Assist the Coordinator in compiling a post-festival marketing report with insights and recommendations.

General

- Attend planning meetings with the core team (online or in person).
- Work within budget and timeline guidelines.
- Be an active, positive, and collaborative part of the festival team.
- Assist with other marketing and communications-related tasks as needed.

Ideal Candidate Profile

- Strong written and visual communication skills with a passion for storytelling.
- Knowledge of digital marketing trends and tools (e.g., Canva, Meta Business Suite, Mailchimp, Later, Adobe CC, DaVinci).
- Experience working in the arts, festivals, or community-based projects.
- Highly motivated, detail-oriented, and able to meet deadlines.
- Comfortable working both independently and collaboratively.
- Bonus skills: graphic design, photography, video editing, or familiarity with the arts ecology of the Dandenong Ranges or Yarra Ranges region.

Remuneration

- Fixed Contract Fee: **\$500 – \$1,500**, depending on experience
- Flexible working hours around key deadlines and events
- Opportunities for growth within the hillsceneLIVE team and future festivals

Enquiries

If you're interested in this position or want to learn more, please contact:

Email: hello@hillscenelive.com

Website: www.hillscenelive.com

How to Apply

Apply online: <https://forms.gle/3BfjEk1an4wrwsRr7>