



ARTRAGE

CONTENT & MEDIA LEAD

Position Description

POSITION TITLE: Content & Media Lead

DEPARTMENT: Marketing

TERM: Fixed Term

REPORTS TO: Brand & Marketing Manager

WORKS CLOSELY WITH: Programming and Development Departments

DIRECT REPORTS: None

ARTRAGE INC

ARTRAGE is a not-for-profit registered charity and one of the oldest arts organisations in Western Australia. Born in 1983, ARTRAGE is well known for delivering entertainment unlike anything else on offer in WA, including most recently FRINGE WORLD Festival, Rooftop Movies and RE//Perth.

OUR PURPOSE – to bring artists and audiences together to share in extraordinary experiences

OUR VISION – the arts are embraced as an integral cultural driver

OUR MISSION – to create spaces where creativity thrives and where artists and audiences connect

OUR VALUES

- collaborative - we are warm, inclusive, and welcoming, inviting everyone to be part of the ARTRAGE experience
- inquisitive – we ask questions, we listen and we're unafraid to explore new ideas
- original – we are daring and imaginative, reflecting the innovative spirit of our events
- enduring - we are committed to creating lasting cultural impact that resonates with our community over time
- global citizens – we celebrate our connection to artists and audiences around the world, and our contribution to the planet

ROLE OVERVIEW

The Content & Media Lead is responsible for leading the creation, development and production of strategic content and media initiatives across ARTRAGE's key programs, including FRINGE WORLD Festival and Rooftop Movies. Working under the direction of the Brand & Marketing Manager, this role oversees content creation, media delivery, and multi-channel storytelling to drive audience engagement, ticket sales, and brand visibility.

The position plays a central role in developing and delivering engaging content across digital, social, video, and earned media channels, ensuring the content is aligned with ARTRAGE's brand and organisational objectives. Working collaboratively with the Digital & Communications Lead, the role leads content creation and production processes, while supporting media and PR opportunities through promotional activity and coordination with external partners and stakeholders.

Reporting to the Brand & Marketing Manager, this role operates within the strategic direction and approval frameworks of the Marketing department, ensuring alignment with organisational priorities and adherence to the marketing authority matrix.

The Content & Media Lead works collaboratively across the Marketing team to share knowledge, optimise performance, and deliver high-quality content and media outcomes across all campaigns and channels.

ROLE DUTIES**CONTENT LEAD**

- Lead content creation for ARTRAGE, FRINGE WORLD, and Rooftop Movies, in collaboration with the Digital & Communications Lead.
- Lead the planning, briefing, and delivery of photography and videography, including teaser, wrap-up, promotional, and campaign content for FRINGE WORLD Festival.
- Lead the development of engaging content across digital, social, video, and campaign channels to support audience growth, engagement, and brand awareness.
- Oversee external creative suppliers, including photographers, videographers, influencers, and content agencies.
- Guide influencer campaigns in partnership with Studio Appetite (or other agencies) across Rooftop Movies and FRINGE WORLD Festival with the Brand & Marketing Manager.
- Maintain and evolve ARTRAGE's visual content standards, ensuring consistency across campaigns and platforms.
- Review and maintain photography and videography policies, ensuring compliance and risk management.

Content Strategy & Delivery

- Collaborate with the Brand & Marketing Manager and Digital & Communications Lead to deliver integrated campaign content aligned with organisational objectives.
- Contribute to campaign planning through content ideation, storytelling, audience insights, and channel recommendations.
- Stay informed on industry trends, audience behaviour, content formats, and emerging platforms to inform content strategy and creative direction.
- Work closely with the Brand & Marketing Manager and Producer to develop a strong understanding of the ARTRAGE Managed Venue (AMV) Program, ensuring effective promotional support.
- Ensure campaigns reflect the breadth of the FRINGE WORLD program, balancing promotion of ARTRAGE-managed and independent shows, with consideration for varying scale and needs.
- Coordinate the delivery of campaign assets and promotional materials across multiple platforms and stakeholder requirements.

MEDIA & PR

- Lead the coordination and delivery of media and promotional partnership requirements across FRINGE WORLD and Rooftop Movies campaigns.
- Oversee the development and trafficking of radio scripts and promotional materials, ensuring alignment with campaign messaging and brand guidelines.
- Coordinate the delivery of the FRINGE WORLD Media Call in consultation with PR agencies and internal ARTRAGE teams.
- Work collaboratively with the Programming team and PR agencies to encourage artist participation in media opportunities and promotional activity.
- Work closely with the Programming team on AVR Media Portal development and strategies to increase artist assets available for media use.
- Develop media materials and promotional content for FRINGE WORLD in collaboration with the Programming department and PR agencies.

Stakeholder & Partnership Engagement and Reporting

- Work closely with the Development team and Brand & Marketing Manager to align marketing deliverables with sponsorship agreements.
- Contribute marketing insights, campaign opportunities, and audience value propositions to sponsorship and partnership proposals.
- Ensure partnership deliverables assigned to the Marketing team are executed to a high standard and within agreed timelines.

Team Collaboration

- Participate in planning, feedback and debrief processes across all projects.
- Support the overall Marketing department in administration duties as required.
- Create and maintain training materials and processes to ensure institutional knowledge is documented.
- Foster the development of positive and communicative working relationships within the team and across departments.
- Embrace and champion ARTRAGE Values in all areas of work.

Other Duties

- Contribute to broader organisational initiatives and strategic projects as needed.
- Undertake any other duties assigned by the ARTRAGE Executive Team, which might reasonably be deemed to be within the scope of the role and having regard for the skills and qualifications relating to the role.

LOCATION

This role will operate from the ARTRAGE HQ Office, 616 Hay Street Mall, Perth, WA, 6000.

BENEFITS

- A rare opportunity to work on some of WA's most iconic and creative public events, contributing to the vibrancy of the Arts in the State.
- * ARTRAGE social events, Pass Holder benefits to events and hospitality offerings.
- * Flexible Work Culture including; Work From Home (One day per week), flexible start and finish hours between 8am – 6pm.
- Access to our Employee Assistance Program and Wellbeing Programs (EAP).
**subject to policies.*

ACCESS

At ARTRAGE we support and celebrate diversity. ARTRAGE is proud to be an equal opportunity employer and reviews all job applications free of any bias and provides an inclusive work environment regardless of a person's sex, gender history, sexual orientation, age, race, religious or political beliefs, marital, pregnancy or family status.

SKILLS & EXPERIENCE

Content Creation

- Demonstrated experience developing engaging content across digital, social, video, and campaign channels.

- Experience briefing and managing photographers, videographers, creatives, influencers, or external agencies.
- Strong visual storytelling with an understanding of audience-first content creation.
- Ability to manage multiple content projects and deliverables simultaneously in a fast-paced environment.
- Understanding of current social media trends, content formats, and platform best practice.
- Experience maintaining brand consistency across multiple campaigns and platforms.

Campaign Delivery

- Experience contributing to integrated marketing or promotional campaigns across multiple channels.
- Strong organisational and project coordination skills with the ability to manage competing deadlines.
- Ability to contribute strategically to campaign planning, audience engagement, and content rollout.
- Experience coordinating campaign assets and promotional materials across stakeholders and partners.
- Understanding of audience engagement metrics and campaign performance reporting.

Media & PR

- Experience coordinating media opportunities, promotional partnerships, or campaign publicity activity.
- Strong written communication skills with the ability to develop promotional and media materials.
- Confidence liaising with agencies, media partners, talent, and internal stakeholders.
- Experience coordinating campaign assets and approvals for media and promotional activity.

Stakeholder & Partnership Engagement

- Strong relationship management and interpersonal communication skills.
- Experience working collaboratively across internal departments and with external stakeholders.
- Ability to manage partnership deliverables and maintain positive working relationships.
- Confidence representing an organisation in meetings and collaborative projects.
- Strong attention to detail and ability to manage stakeholder expectations and timelines.

Essential

- Passion for arts and culture
- Based in Perth and ability to be flexible during peak event delivery periods in January – February.

Desirable

- Experience in arts, festivals, events, or not-for-profit sectors

ARTAGE