



August 2023

Notice of Available Position:

Graphic Designer

We are seeking applications for the role of Graphic Designer for the 2024 Bastille Day French Festival Melbourne.

The annual Bastille Day French Festival brings together the French-Australian community to celebrate the French National Day. Vibrant and fiercely French, the Festival brings a slice of the French *joie de vivre* to Melbourne in July through a variety of locally-based French businesses and associations who are passionate about all things French: culture, food, history, literature, **language** and technology. Whether an expat living in Australia, a passionate Francophone or Francophile, or a family group looking for an exciting mid-year break, this is a must-attend event.

We are seeking a talented and creative Graphic Designer to bring this vibrant event to life through captivating visual designs.

Scope of Work:

Under the general guidelines set by the organisational committee, the Graphic Designer will be responsible for creating visually appealing and cohesive design materials that effectively communicate the essence of the festival. The scope of work may include, but is not limited to:

1. Festival Branding:

- Creating a comprehensive visual identity including colour schemes, typography, and design elements [using fonts that will be compatible with CANVA].

2. Digital Assets & Marketing Collateral:

- Designing graphics for the festival website, including headers, icons, and background images.
- Developing digital assets for e-news campaigns as well as social media and website banners and tiles.

- Creating general social media graphics and profile visuals.
- Designing posters, banners, flyers and brochures for promotional purposes, online advertisements and possible artwork for newspapers and magazines.

3. Signage and Wayfinding:

- Designing directional and informational signage for the festival venue.
- Creating maps and signage to guide attendees through the festival grounds.

4. Event Materials:

- Designing event programs, schedules, and informational materials.
- Developing visuals for merchandise, such as t-shirts and tote bags.

Scope of Project Timeline:

The Bastille Day French Festival 2024 will work to the following timeline and will require materials to be completed and made available by the following dates:

November 2023 - graphic guidelines and visual identity

February 2024 - marketing collateral and other digital banners/assets

June 2024 – site maps, programs and other signage (including directional signage)

Submission Requirements:

Interested individuals are requested to submit the following documents as part of their application:

1. **Cover Letter:** Introduction and overview of your experience, approach, and familiarity with French culture.
2. **Portfolio:** A portfolio showcasing relevant design projects and capabilities.
3. **Technical Proposal:** A brief overview of how you intend to fulfill the design requirements.
4. **Financial Proposal:** Cost breakdown for the design services and estimated project costs, keeping in mind that the Bastille Day French Festival is a community-based event with a modest budget.
5. **References:** Contact information for previous clients or projects, where available.

Application Timeline:

- *Deadline for Queries:* Monday 18th September, 2023
- *Deadline for Application Submission:* Monday 25th September, 2023
- *Selection and Notification:* Monday 9th October, 2023

Please direct any inquiries and submit your application to **Michael Belbruno** at vicepresident@bastilledaymelbourne.com by the specified deadline.

We look forward to receiving your creative applications and partnering with you to make the 2024 Bastille Day French Festival Melbourne a memorable and visually stunning event.

Sincerely,

The Bastille Day French Festival Team



Volunteer Role

Marketing & Communications Coordinator

The organising Committee of the Bastille Day French Festival needs you!

This annual festival, that brings together the French-Australian community to celebrate the French National Day, through the gathering of a variety of locally-based French businesses and associations who are passionate about all things French: culture, food, history, literature, language, and technology, is organised by a professional Event Coordinator, under the guidance of a committee composed of volunteers. We are seeking an enthusiastic and skilled individual to lead our marketing and communications efforts.

Scope of Responsibilities:

This voluntary role involves a wide range of tasks related to marketing, public relations, and communications. The scope of responsibilities for the Marketing & Communications Coordinator may include, but is not limited to:

1. Developing and Implementing Marketing Strategies:

- o Create overall marketing plans to promote the festival to the target audience.
- o With the help of other committee members and of a dedicated intern, execute these marketing plans.
- o Create the key messaging for the festival's promotion and overview the consistency of its delivery.
- o Collaborate with the event coordinator to ensure consistent messaging.
- o Manage and curate content for the festival's social media platforms.
- o Coordinate the promotion of the festival 's various events, performances, and activities.

2. Team Management:

- o Oversee the intern whose role is to respond to inquiries and mentor the intern on how to foster online interactions.

- o Supervise the creation of engaging and relevant content by other committee members and/or intern, for the festival's website, newsletters, and promotional materials.

3. Reporting and Analytics:

- o Monitor and analyse the effectiveness of marketing campaigns and communication strategies.
- o Provide regular reports on key performance indicators to the festival committee.
- o Assist in drafting a Post-Festival Marketing Report.

Time Commitment:

This role needs focused attention at variable degrees in the period of the 9 months preceding the Festival that will be held in Melbourne in mid-July 2024.

Developing the overall strategy will require an initial amount of time before the end of December 2023. Then from January - May, the implementation will be delivered through an intern who will require a bi-monthly to a weekly check in. From June to the Festival itself, the marketing will be increasing and require a bi-weekly check in.

Committee meetings are held every six weeks then every four weeks and are held generally online, or in person at the French Consulate in Melbourne

Submission Requirements:

Interested individuals are requested to submit the following documents as part of their application:

- 1. Cover Letter:* Introduction and overview of your qualifications, experience, and motivation for the role.
- 2. Resume or CV:* Detailed resume highlighting relevant experience in marketing, communications, and event promotion.
- 3. Proposal:* A brief proposal outlining your vision for promoting the festival and enhancing communication.

Application Timeline:

- *Deadline for Application Submission:* Sunday 24th September, 2023

- *Selection and Notification:* Monday 9th October, 2023

Please direct any inquiries and submit your application to Michael Belbruno at vicepresident@bastilledaymelbourne.com by the specified deadline.

Your contributions as the Marketing & Communications Coordinator will be instrumental in making the 2024 Bastille Day French Festival Melbourne a successful and widely loved event.

We look forward to welcoming you to the team!