



Easter Festival Marketing Officer

- Part time (0.6 FTE), Temporary until April 2027
- Band 6, Starting salary \$97,555 (Pro rata) plus superannuation

The Role

The Bendigo Easter Festival is one of Australia's longest-running community festivals and a flagship event for the region, attracting local audiences and visitors from across Victoria and interstate.

Are you an organised and creative marketing professional who can develop engaging campaigns that connect communities and visitors with one of Bendigo's most iconic events?

We are seeking an organised and creative Easter Festival Marketing Officer to coordinate the planning, delivery and evaluation of marketing and communications activities for the Bendigo Easter Festival.

Key responsibilities include:

- Coordinating the delivery, monitoring and evaluation of marketing initiatives identified in the Bendigo Easter Festival Action Plan.
- Developing a four-year Bendigo Easter Festival Marketing Plan and implementing year one activity.
- Coordinating integrated marketing campaigns, digital content, promotional materials and stakeholder communications to maximise festival awareness, visitation and engagement across local, day visitor and overnight visitor markets.
- Analysing campaign performance, audience engagement and key marketing metrics, and preparing post-event reporting and recommendations to inform future festival marketing activity.

About You

You are an organised and creative marketing professional who enjoys developing engaging campaigns, coordinating content and supporting major events that bring the community together.

With experience across digital, print and event marketing, you can balance competing priorities, work collaboratively with stakeholders and use campaign insights to support high-quality outcomes.

Passionate about connecting with visitors and locals alike, you're excited by the opportunity to help grow awareness, visitation and engagement for one of regional Victoria's premier festivals.

This role requires an assessment of the successful applicant's national police record and employee Working with Children Check.

Benefits

- Work on one of Australia's longest running community festivals
- Part-time position with flexible work options | Achieve work/life balance
- Contribute to our community | Work close to home in beautiful Bendigo
- Salary packaging options | Values based organisation | Discounted gym memberships

Visit our Employee Benefits [website](https://www.bendigo.vic.gov.au/employee-benefits) for more of our benefits.



Contact

If you require any further information regarding this position, please contact **Nicole McNamara, Major Events Manager, 0459 908 073**.

To Apply

Please submit your cover letter, outlining why you are interested in this position and detailing your relevant experience with your current CV/resume by **11pm, Tuesday 3 November 2026**.

Position Description

Please view the position description and detailed position demands document in “Job Attachments”.

About Us

The City of Greater Bendigo is in the heart of central Victoria on Dja Dja Wurrung and Taungurung Country. Located just 90 minutes’ drive from Melbourne, our region offers all the benefits of a large city with a warm and welcoming country feel.

Greater Bendigo is an attractive region that is famous for its food and wine, and boasts the Bendigo Art Gallery, theatres, stunning heritage buildings and natural surrounds that provide great recreational opportunities. There are also high quality education and health services, a wide range of housing options, excellent rail and road networks, and Bendigo Airport has regular direct QantasLink flights to Sydney.

We provide more than 65 important services to support our community, which is heading towards a population of 200,000 by 2050. Now is a great time to join us!