

POSITION DESCRIPTION

MARKETING & COMMUNICATIONS MANAGER

Part time (3 days pw)

LOCATION

Lismore NSW (Northern Rivers)

ORGANISATIONAL ENVIRONMENT

Arts Northern Rivers is the peak body for the arts and cultural sector in the Northern Rivers region of New South Wales, Australia.

We work at a regional, state and national level to support sustainable arts and creative industries development.

Our activity is divided into **core** and **project** activity. Our core activity is funded through Create NSW as well as the contributions made by six local governments of the region. Our project activity has been funded through various federal, state and regional partners including Create NSW, Department of Communication and the Arts (Federal), North Coast Primary Health Network and through philanthropic support.

Our **core** arts development program includes:

- Assistance for arts organisations and enterprises, including advice on development, planning and funding;
- Communications and promotion initiatives, which aim to put local arts events, artists and creative practitioners in the spotlight;
- Cultural planning assistance for local councils, including consultation on arts and cultural policy and strategy;
- Professional and skills development programs for arts workers and practitioners.
- Regional networks across various art forms and interest areas, including Creative Industries, Festivals & Events, Indigenous Arts and Youth Arts.

Our key **project** areas are:

- Community Cultural Development
- Creative Industries Development
- Indigenous Arts and Cultural Development

SUMMARY OF POSITION

The Marketing and Communications Manager reports to the Executive Director and works closely with the Project Manager and Indigenous Arts Development Officer to support the regional arts program developed by Arts Northern Rivers.

The role is responsible for developing and delivering all aspects of Arts Northern Rivers communication and marketing strategy including all project activity and its sub-brand *Northern Rivers Creative*.

Northern Rivers Creative is a major initiative by Arts Northern Rivers and aims to showcase and promote professional creative industry practitioners living and working in the Northern Rivers and is committed to making connections to local, national and international markets. The Marketing and Communications Manager will be responsible for the launch of the website and brand and the development and implementation of the strategic marketing plan.

The Marketing and Communications Manager will develop and maintain strong relationships with internal and external clients, media, suppliers, partners and stakeholders.

DETAILS OF EMPLOYMENT

Subject to a probationary period this role is an ongoing contract position. This is a part-time position offered at 3 days a week (worked days to be negotiated)

SALARY & BENEFITS

The salary is \$60,000 per annum for a 35-hour week (pro rata 3-days). Superannuation contribution (9.25% of salary) and leave loading after a qualifying 6-month period (based on 4 weeks leave pro rata) is in addition to the agreed salary

DUTIES:

Working in accordance with the aims and objectives and strategic plan of Arts Northern Rivers, the Marketing and Communications Manager will work to fulfill the following functions:

- Compile maintain and promote Arts Northern Rivers' communication platforms including all digital platforms, eNews and quarterly communications with local councils;
- Develop and manage the marketing and communication needs of Arts Northern Rivers and the Northern Rivers Creative website – a promotional platform for the creative industries of the region

- Manage Arts Northern Rivers and Northern Rivers Creative social media platforms (Facebook / Twitter / Instagram etc.)
- Manage design and production of all Arts Northern Rivers collateral
- Be responsible for the development and publication of all copy for all Arts Northern Rivers and project related marketing materials
- Secure and manage media coverage within the local, national and, in some cases, international arts media
- Responsible for supervising and supporting an annual media Intern position
- Work with the Executive Director to develop and implement strategic and innovative marketing strategies for the organization
- Ensure that information is disseminated strategically to key regional sectors, local government bodies and other key partners and stakeholders
- Attend meetings of the Arts Northern Rivers Board on 'as needs' basis, and prepare reports as required.

ESSENTIAL CRITERIA – TO BE ADDRESSED IN YOUR WRITTEN APPLICATION

1. Qualification in arts and/or marketing or related field
2. Demonstrated high quality writing skills, including experience writing articles, media releases and reports
3. Demonstrated experience in developing and delivering marketing & communications strategies
4. Experience in project management and developing and maintaining budgets
5. Experience in managing social media, public relations, and content
6. Experience working in the arts or arts related fields and maintaining relationships with a broad range of internal and external stakeholders
7. Excellent attention to detail and oral communication skills
8. Demonstrated high level of computer literacy and content management including experience with Adobe programs, Mailchimp, Survey Monkey and social media platforms
9. Ability to work flexible hours and in small teams

DESIRABLE CRITERIA

1. Knowledge of the arts and cultural sector of Northern Rivers region
2. An understanding of the Regional Arts Network of NSW

ORGANISATIONAL RELATIONSHIPS

Responsible to:

- Executive Director of Arts Northern Rivers
- Through the Executive Director to the Arts Northern Rivers Board of Directors

Application Process

Your application must include:

- **A cover letter**
- **A separate response to each of the essential selection criteria** listed above with examples of experience that is relevant to each
- **A current resume** including details of **three referees**
- Up to **2 samples of your professional writing** such as a media release and / or article

Applications that do not address the selection criteria will not be considered

Applications must be received by **5pm on Friday 22 February 2019**

Applications should be addressed to:

Peter Wood, Executive Director

Arts Northern Rivers

By email: info@artsnorthernrivers.com.au

For a confidential discussion telephone Peter on 02 6621 4433