

POSITION DESCRIPTION – COMMUNICATIONS CO-ORDINATOR

ABOUT REGIONAL ARTS AUSTRALIA

Regional Arts Australia (RAA) is a not for profit peak body that is the national voice for arts in regional Australia. We seek to ensure the arts in regional Australia are recognised as essential and are embedded within the Federal Governments Plan for Regional Australia. We encourage programs that support a creative ecosystem that is interconnected and integrated across art form, across communities and across landscapes.

OUR VALUES

In all that we do we will be accountable, inclusive, open, equitable, and demonstrate integrity.

POSITION OVERVIEW

Regional Arts Australia is a national organisation with staff in different States and Territories. The Communications Coordinator will be part of the core team working within the guidelines of Regional Arts Australia’s strategic plan, goals and objectives and in compliance with the organisation’s OHS systems, policies, and processes to ensure all organisational and legislative compliance.

Position Title: Communications Coordinator		Reporting to: Executive Director	
Remuneration	\$70-000 per annum/pro-rata plus Superannuation Guarantee	Hours	.5 FTE (38 hrs/fortnight)
Employment Terms	Fixed Contract – 1 year Extension of these employment terms are subject to funding. The general conditions of employment are defined in RAA’s Employment Policy.		
Location	RAA’s staff work remotely across the country. Successful applicant can work from any location in Australia. Working arrangements will be negotiated.		

ROLE OBJECTIVES

The objective of the Communications Coordinator is to ensure all aspects of RAA and its programs and research are well presented and communicated to a high professional standard and in a timely manner.

The Communications Coordinator will support the objectives of RAA to:

- Encourage and supporting best practice across Australia;
- Raise the profile of the Australian regional, rural and remote arts and creative sector;
- Build partnerships that nurture a foundation for connection between practitioners and organisations;
- Build cross-industry partnerships across health, education, tourism and other sectors;
- Demonstrate capacity building within local communities and communities of creative practice

ROLE RESPONSIBILITIES

To succeed in this role you will have a strong understanding and track record in communication platforms for a not for profit and or creative organisations and will demonstrate:

Communications & Content Presentation:

- Produce and schedule content including news stories, promotion, RAF case studies, and infographics for publication across RAA's website, newsletter and social media.
- Develop well-crafted, research-based collateral demonstrating the impact of programs for artists, partners and the broader sector to deepen our relationship with all stakeholders, including creative practitioners, sponsors, philanthropy, communities, National regional arts network, Members of Parliament, Government departments, National media, Cross industry and regional organisations
- Collect and analyse data pertaining to communications and stakeholder engagement, and provide reporting to Executive Director, board, and project partners.
- Implement and maintain an up to date communications strategy and plan.

Social Platforms, Website, Newsletter:

- Strategically co-ordinate RAA's presence across social media, including our Facebook, Instagram and Linked In accounts.
- Coordinate, maintain and improve our website in liaison with staff, web designer and graphic designer.
- Coordinate, maintain and improve our newsletter subscriber and stakeholder database.

Media:

- Prepare media announcements, national media releases and other public statements
- Liaise with team on communications and media opportunities
- Work to maximise opportunities for artists and communities and venues
- Maximise and diversify marketing and publicity opportunities
- Maintain media contact lists

Organisational

- Contribute to Workplace Health & Safety through appropriate risk management participation.
- Perform any other reasonable duties as requested by the Executive Director.

CONTRACT

This is a 1-year contract position with a three -month probation period

SUPERVISION AND DELEGATION

This position works directly with the RAA Executive Director and at times other program staff. The successful candidate will understand and adhere to requirements of confidentiality when dealing with company information and protocols. The position reports to the Executive Director of Regional Arts Australia and will be required to notify the Executive Director of any brand / logistical / financial considerations and or concerns.

SELECTION CRITERIA

ESSENTIAL CRITERIA

- Proven experience with a minimum of 3-years' experience in a similar role
- Demonstrated professional approach with experience in national networks across media and communication platforms
- Experience in developing and distributing sophisticated digital communication materials with high level writing and editing skills
- High level accuracy and meticulous attention to detail
- Excellent time management skills and ability to work independently and as part of a remote working team with a professional approach
- Excellent communication and interpersonal relationship skills.

- High level of digital literacy – including Social media portals, Mailchimp, web based platforms and the Microsoft Office environment
- A good design eye and experience using tools such as Canva, Adobe Creative suite or similar
- The ability to multi-task and work collaboratively
- Demonstrated understanding of Workplace Health & Safety and Equal Opportunity principles.

DESIRABLE CRITERIA

- Understanding of key issues of the Regional Creative sector and more broadly Regional and Remote Australia.

To apply for this position, email a cover letter, a statement addressing the selection criteria (2 pages maximum) and your CV (1-2 pages) including the names and contact details of two referees in a combined PDF document to:

General Manager, Regional Arts Australia
gm@regionalarts.com.au

Closing 24th May 5 pm