

**PROGRAMMING COMMUNICATIONS COORDINATOR**POSITION DESCRIPTION AND HOW TO APPLY

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| Primary location | Level 3, 370 Lt Bourke St, Melbourne VIC 3000  |
| Reporting to | Director of Programming |
| Working with | Regional Arts Victoria staff located in Melbourne and across Victoria; presenters and artists; Regional Arts Victoria individual and group members; external suppliers.  |
| Position type | Full time. Initial two-year renewable contract with a three-month probation period.  |
| Salary details | $56,000 per annum + 9.5% superannuation + 17.5% holiday leave loading. |
| Employment period | From Monday September 25 2017. |
| Applications due | 12:00pm (noon) Monday August 28 2017.  |
| How to apply | Applicants must follow the Application Process outlined below. Indigenous Australians, people from culturally diverse communities, and people with a disability, are strongly encouraged to apply.For further guidance, please refer to our online resource, How to apply for a job in the arts: <http://www.rav.net.au/about/how-to-apply-for-a-job-in-the-arts/>  |

**ABOUT THE ROLE**

This position coordinates the marketing and communications within Regional Arts Victoria’s Programming team, including the three key programs of Touring Services, Connecting Places and Arts & Education. The role also provides vital support in the delivery of the marketing and publicity strategy for Regional Arts Victoria.

**position description**

**Programming communications and marketing**

* Work with Director of Programming and Program Managers/Coordinators to develop individual communications plans
* Work with the Marketing & Publicity Manager and Director of Programming to develop and manage the overall communications plan for the Programming Department
* Coordinate the assemblage of the quarterly programming enewsletter
* Maintain Programming contact lists
* Develop and distribute marketing kits for projects as appropriate, consisting of media releases, biographies, reviews, production images and other information as required
* Manage overprinting of posters and flyers for touring projects
* Proof touring shows’ promotional material, including show dates and times, copy, logos and other acknowledgements for all projects as required of contracted partners and sponsors
* Assist the Marketing & Publicity Manager in gathering and filing media monitoring materials for Programming events and programs
* Liaise with presenters and venues regarding progress on projects – including ticket sales, providing additional one-on-one assistance and advice as requested
* As directed by event executives, coordinate communications and marketing events including Showcase Victoria, the Victorian Touring Workshop, and The Victorian Touring Forum
* Under the direction of the Director of Programming, work with and direct contract staff and interns
* Work with external graphic designers to develop printed programs for the Programming Department. Familiarity with Adobe Creative Suite required.

**Regional Arts Victoria communications**

* Under the direction of the Marketing & Publicity Manager, ensure brand consistency and style guide adherence for a consistent and impressive Regional Arts Victoria profile and presence
* Under the direction of the Marketing & Publicity Manager, maintain updated information on the Regional Arts Victoria website and assist in developing and distributing social media content
* Proofread public material to the highest standard
* Assist in the development and acquittal of funding applications to state and federal bodies through the gathering and creation of suitable copy and support material
* Assist in maintaining various marketing related information management systems including databases, spreadsheets and filing
* Assist with the promotion and delivery of Regional Arts Victoria events

**Shared responsibilities**

* Identify and implement continuous improvement processes
* Contribute to a culture of safe working, collaboration and inspiration

**Key Selection Criteria**

1. Previous experience in a marketing or communications role in the arts or not-for-profit sector
2. Demonstrated experience in the preparation, production and distribution of written communications for public audiences such as media releases, e-newsletters or brochures
3. Excellent computer literacy including advanced skills in Microsoft Outlook, Word, Excel, Access and Powerpoint, Adobe Photoshop, Adobe InDesign and social media such as Facebook and Twitter.
4. Previous experience in managing website design and content, and blog design and content.
5. Excellent verbal communication and presentation skills
6. Exceptional organisational and time management skills
7. Knowledge and understanding of the touring environment, specifically in relation to live performance and/or schools' touring
8. Empathy with the goals and philosophy of Regional Arts Victoria.

**Application process**

1. When after reading through this document and visiting our website, you have further questions about the role, please call Justin Murphy, Director of Programming on (03) 9644 1811.
2. Your application must consist of a one-page covering letter, your statement against selection criteria, a brief CV, and the names and contact details of three professional referees – emailed as a single PDF with your name and the position title as the document’s name. *Please keep in mind that if you don’t address the selection criteria or follow the application process, we won’t be able to assess your application.*
3. Applications by email only should be sent to jmurphy@rav.net.au by 12:00pm (noon) on Monday 28 August 2017.
4. After the close of applications at noon on Monday 28 August, shortlisting will quickly take place, and to be fair to all applicants, no late applications will be accepted.
5. While all applications will be acknowledged by email, only shortlisted applicants will be contacted personally, and we appreciate your patience in not contacting us during this time.
6. Interviews will take place on Thursday August 31 at Regional Arts Victoria. If you already know that you are unavailable at this time, you must mention this in your covering letter.
7. This role has a start date of Monday September 25 2017. If you already know that you are unavailable for this start date, you must make mention of this in your covering letter, and propose an alternative start date.

**About REGIONAL ARTS VICTORIA**

Regional Arts Victoria inspires art across the state. Through partnerships, programming and projects, we develop creative practice all over Victoria. Regional Arts Victoria is the peak body for regional artists and arts organisations, and works in long-term partnerships with every level of government to support policy development and decision making. For more about our organisation, visit [www.rav.net.au](http://www.rav.net.au).