



## COMMUNICATIONS COORDINATOR – CREATIVE WORKERS IN SCHOOLS POSITION DESCRIPTION AND HOW TO APPLY

Primary location	This position can be filled by applicants from anywhere in Victoria. Consistent with the Working for Victoria Guidelines, this role is open to Victorian workers impacted or displaced by the coronavirus (COVID-19) pandemic.
Reporting to	Statewide Program Manager – Creative Workers in Schools.
Working with	Creative Workers in Schools artists and project support team; Regional Arts Victoria staff located in Melbourne and across Victoria; external suppliers.
Position type	Part-time, fixed-term contract with a three-month probation period.
Salary details	\$59,280 per annum pro rata three-days-per-week (\$35,568) + 9.5% superannuation + 17.5% holiday leave loading.
Employment period	From Tuesday 5 January 2021 to Friday 28 January 2022.
Interviews	Online on Friday 18 December 2020.
Applications close	12:00pm (noon) Monday 14 December 2020.
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: <a href="http://www.rav.net.au/about/how-to-apply-for-a-job-in-the-arts/">http://www.rav.net.au/about/how-to-apply-for-a-job-in-the-arts/</a>

### ABOUT THE ROLE

This position will coordinate the marketing and communications for the Creative Workers in Schools initiative. The Communications Coordinator will contribute to the development of the overall communications strategy for the program and be the key contact for any marketing and communications for the duration of the program. This role can be based anywhere in Victoria.

### POSITION DESCRIPTION

#### Project development and delivery

- In collaboration with the Statewide Program Manager, Creative Workers in Schools and various program partners, develop and coordinate the delivery of the overall marketing and communications plan for the Creative Workers in Schools program
- In collaboration with the Statewide Program Manager, Creative Workers in Schools and various program partners, develop strategies to document and track the Creative Workers in Schools projects
- Work with the project support team and various program participants to develop content to promote, communicate and document the project through a variety of approaches and mediums
- Work with the project support team to distribute project documentation plans and coordinate regular communications to ensure project documentation plans are kept up-to-date

- Liaise with various program participants including schools, creative workers and project support staff regarding progress on projects, providing additional one-on-one assistance and advice as requested
- Work with the project support team to maintain relevant program contact database and lists
- Gather and file media monitoring materials relating to the program

#### **Regional Arts Victoria communications**

- Ensure brand consistency and style guide adherence for a consistent and impressive Regional Arts Victoria profile and presence
- Assist in maintaining 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 Creative Workers in Schools events
- Work with Programming Communications Coordinator and Partnerships Coordinator to coordinate timing and platforms for all Creative Workers in Schools communications

#### **Reporting**

- Work with the project management team to document and evaluate the Creative Workers in Schools project within Regional Arts Victoria and to funding partners

#### **Shared responsibilities**

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

#### **Supporting the achievement of Regional Arts Victoria's strategic objectives**

- Participate in organisational planning and the promotion of organisational values and contribute to Regional Arts Victoria planning and development through evaluation of projects/programs and provision of advice to senior management
- Maintain strong community connectedness between Regional Arts Victoria, its programs and the local community

#### **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 education or community project environment is desirable
8. Empathy with the goals and philosophy of Regional Arts Victoria

## APPLICATION PROCESS

All applications for Creative Workers in Schools positions must be processed through the Working for Victoria platform for people seeking employment.

**1. Learn** more about the opportunity by:

- Reading the position description for role information (and any other supporting information at [rav.net.au/creative-workers-in-schools](http://rav.net.au/creative-workers-in-schools))
- Exploring the Working for Victoria website for initiative information ([link here](#))
- Contacting Regional Arts Victoria Arts & Education Manager Pippin Davies at [pdavies@rav.net.au](mailto:pdavies@rav.net.au) or 0427 211 123.

**2. Register** for the Working for Victoria Online Jobs Platform by:

- Registering to apply and completing your basic information (guides, including multi-lingual information, available [here](#))
- Strengthen your profile ([tips here](#))
- When applying for a Creative Workers in Schools Opportunity, the "**Tell us about yourself**" section is where you can provide any further information about your relevant experience. **We strongly recommend providing online links to any material which might assist us to assess your previous work.** Please include at a minimum brief bio in this section
- In your profile, confirm your Job Preferences location is correct and you have stated the distance you are willing to travel for work. You will only see Creative Workers in Schools roles in your specified area
- Note that it may take a few days for the registration process to be completed. We strongly recommend you complete this early

**3. Apply** for the CWS roles by:

- Finding the roles near you. You can achieve this by:
  - Filtering for **Arts and Recreation Services / Education and Training / Administrative and Support Services**
  - Sorting by Company name (Regional Arts Victoria)
  - Scanning for "Regional Arts Victoria Creative Workers in Schools – Communications Coordinator"
- Selecting the role, clicking "Apply" and completing the application questions. You will receive a confirmation message when you submit
- **You cannot save your application to return to later.** We recommend you draft your responses using the key selection criteria in this application document

**4. Receive communications** regarding your application

- Shortlisted applicants will be contacted by Regional Arts Victoria for more information, and/or to participate in an online interview
- Unsuccessful candidates will receive an email notifying them of their application outcome

**5. Commence** your role

- Successful applicants will receive notification of a successful outcome by Regional Arts Victoria following the interview process

## **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 an independent, not-for-profit, membership-based organisation working in long-term partnerships with every level of government, fostering contemporary and innovative regional cultural practice across five decades. For more visit [www.rav.net.au](http://www.rav.net.au).