PARTNERSHIPS COMMUNICATIONS COORDINATOR
POSITION DESCRIPTION AND HOW TO APPLY

Primary location	Level 3, 370 Lt Bourke St, Melbourne VIC 3000
Reporting to	Director of Partnerships
Working with	Regional Arts Victoria staff located in Melbourne and across Victoria; external suppliers.
Position type	Part-time, three-days-per-week. 12 month renewable contract.
Salary details	$57,000 per annum pro-rata three-days-per-week ($34,200) + 9.5% superannuation + 17.5% holiday leave loading.
Employment period	From Monday September 23 2019 to September 22, 2020
Applications due	12:00pm (noon) Monday August 19, 2019
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 POSITION

The Partnerships Communications Coordinator is a newly created role at Regional Arts Victoria. It supports our Partnerships team, including our regionally-based Creative Arts Facilitators, with their branding, profile, media management, publications, Membership support and customer relationship management (CRM) needs.

POSITION DESCRIPTION

Branding and profile

- Coordinate marketing and publicity campaigns for Regional Arts Victoria's Partnerships team
- Adhere to Regional Arts Victoria's branding and style guide, ensuring consistency and maintenance of an impressive profile and presence
- Develop and improve Partnership team understanding of the correct presentation of Regional Arts Victoria communications materials
- With the Programming Communications Coordinator and CEO, act as a check-in point for Regional Arts Victoria marketing and promotional material and all public documents
- Work closely with staff on the continual improvement of communicating what Regional Arts Victoria is and does, what it aims to achieve and who it does this for
- Support the planning and delivery of Regional Arts Victoria events and maintain brand adherence

Media management

- Develop and deliver media releases for projects in the Partnership team
- Set, record, refine and achieve annual targets on the quantity and quality of media placements
- Maintain a media and image database archive

Publications and social media

- Maintain a constantly refreshed, relevant and inspiring web presence across social media, blogs, audio, video and other platforms
- Maintain Regional Arts Victoria's websites, coordinating content and updates.
- Compile and deliver at least 11 monthly e-newsletters annually
- With the CEO, support the compilation, editing and printing of Regional Arts Victoria's annual report in accordance with Regional Arts Victoria's statutory obligations and timed to meet its AGM requirements.

Membership development

- Work closely with the Membership team to increase membership subscriptions and increase the profile of Regional Arts Victoria Members.

CRM management and development

- Maintain and continually update the Regional Arts Victoria Salesforce CRM
- Act as CRM administrator, liaise with Salesforce, Clouding Around and Regional Arts Victoria staff to address any problems or updates
- Support staff on the use of the CRM
- Maintain all CRM user guides, including Regional Arts Victoria's CRM Best Practice user guide
- Undertake regular data clean-ups, ensuring all data stored on the Regional Arts Victoria CRM is up-to-date

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, as well as working with customer relationship management software such as Salesforce
5. Excellent verbal communication and presentation skills
6. Exceptional organisational and time management skills
7. Knowledge and understanding of regional arts practice
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 Malcolm Sanders, Ballarat Creative Arts Facilitator, on 0412 459 471.
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 should be sent by email only, please send to msanders@rav.net.au by 12:00pm (noon) on Monday August 19, 2019.
4. After the close of applications at noon on Monday August 19, 2019, 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 the morning of Thursday August 22, 2019 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 23, 2019. 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 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.