



Employment Opportunity – Regional Arts Victoria Digital Communications Coordinator

The Digital Communications Coordinator is responsible for coordinating Regional Arts Victoria's online presence including creating and scheduling engaging online content and maintaining digital communications systems.

ABOUT THE ROLE

Regional Arts Victoria is the peak body for regional artists and arts organisations across Victoria. As an independent, not-for-profit, membership-based organisation, we foster contemporary and innovative cultural practice across regional Victoria through long-term partnerships with artists, venues and across multiple portfolios and levels of government. www.rav.net.au

The Digital Communications Coordinator is responsible for coordinating RAV's online presence including creating and scheduling engaging online content and maintaining digital communications systems.

Role: Digital Communications Coordinator

Primary location: Regional Arts Victoria staff are located across Victoria from as far as Wadi Wadi to Krowathunkooloong, and back to Dhauwurd Wurrung country. We strongly encourage applicants from regional Victoria to apply, and as such, **this role can be based anywhere in Victoria**. However, you will be required to work from Melbourne and other areas of regional Victoria from time to time.

Reporting to: Director, Communications and Engagement

Direct reports: None

Working with: Regional Arts Victoria staff located across Victoria, suppliers, contractors, members and partners.

Position type:

- Max Term Part-Time, 0.4 FTE (2 days per week)
- **FROM:** Monday, 1 September 2025 (Negotiable)
- **TO:** Monday, 31 August 2026 (With possibility to extend)
- Employment is subject to a three-month probationary period.

Salary details:

- \$68,378 per annum (Pro Rata)
- 12% Superannuation



- 17.5% holiday leave loading
- Mobile Phone allowance (currently set at \$20/month)
- Laptop Device

Employment benefits:

- Warm and welcoming team culture
- Flexible Working Arrangements
- Confidential access to Employee Assistance Program
- A values-driven organisation that puts people first
- Professional Development opportunities
- Salary Sacrifice can be negotiated
- Work from home, or own office (Note that Regional Arts Victoria no longer has an office base and the successful applicant will work remotely)

Applications close: Midnight, Sunday 3 August 2025

Interviews: Online – Wednesday, 6 August 2025

Notification: Monday 10 August 2025

Start Date: Monday, 1 September 2025

First Nations people, people from culturally diverse and/or LGBTQI communities, people of all ages and people with a lived experience of disability, are strongly encouraged to apply. Regional Arts Victoria strongly encourages applicants from regional Victoria to apply, and as such, this role can be based anywhere in Victoria. However, you may be required to work from Melbourne from time to time.

HOW TO APPLY

- If after reading through the Position Description, you have further questions about the role, please email the Company Manager, HR3@rav.net.au with the Subject heading "Recruitment enquiry – Role – Your Name".
- Please contact Kate on kantonas@rav.net.au or 1300 882 531 if you require alternative access application methods or assistance with submitting your application.
- Applications must be submitted through the Regional Arts Victoria Careers Portal unless another accessible method has been negotiated.
- **Your application must consist of:** 1) A covering letter responding to the 5 Key Selection Criteria (maximum 2 pages of text), and; 2) A brief CV and the names and contact details of 3 professional referees.
- **Please upload your covering letter and CV as separate documents.** Note that we only require these two documents to be uploaded - please do not submit video applications.
- 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.
- No late applications will be accepted.

- 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.
- Shortlisting will take place quickly after close of applications.
- Online Interviews will take place on the Wednesday following the application deadline. If you already know that you are unavailable on that day, please mention this in your covering letter so that alternative arrangements can be made.
- The Successful applicant will be notified by phone and email by *COB of the Monday after the interviews are conducted*. Unsuccessful applicants will be notified via email in the same week.

POSITION DESCRIPTION

Collaboration on RAV's digital communications program

- Work with the Director, Communications and Engagement to identify digital communications and marketing strategic objectives and workplans.
- Work collaboratively on the delivery of communications and marketing plans to increase the organisation's online profile and digital content.
- Ensure brand consistency and style guide adherence for a consistent and impressive Regional Arts Victoria profile and presence.
- Work collaboratively to support and maintain RAV's email marketing platform and help to maintain marketing lists and databases.
- Maintain various communications and marketing related information management systems including databases, spreadsheets, filing.

Social media and online presence

- Maintain a strong online presence via the Regional Arts Victoria website and by producing engaging content for social media channels.
- Coordinate and create content for paid social media marketing campaigns and monitor ROI from campaigns.
- Work with RAV's Communications and Development Coordinator to deliver a plan for continuous improvement and development of the Regional Arts Victoria website.
- Set up and support Regional Arts Victoria staff to deliver webinars, online forums, Facebook live and other engagement activities online and in hybrid formats.
- Investigate and develop new social media platforms suited to promotion of Regional Arts Victoria's touring programs, fundraising, membership engagement activities and funding programs.

Design and photo media documentation

- Produce branded Canva templates and designs for Regional Arts Victoria company communications and marketing materials and guide the use of style templates across all digital communications.
- Document Regional Arts Victoria programming and fundraising activities via photography and video for evaluation and promotion.
- Produce video content to support regional artists and arts workers including members resources, fundraising campaigns and promotions.
- Deliver and maintain a relevant digital content archive.

Other shared responsibilities

- Maintain an engaged, authoritative, and inspirational voice as a public advocate for the arts and for Regional Arts Victoria.
- Actively contribute to Regional Arts Victoria's organisation wide commitment to and responsibility for child safety and wellbeing.
- Actively contribute to an organisational culture of safe working, accessibility, collaboration and sustainability.
- Assist with the promotion and delivery of Regional Arts Victoria events where needed.

Desired Skills and Experience

SELECTION CRITERIA:

1. Experience managing digital communications assets, social media management and website CRM administration.
2. Highly developed written and verbal communication skills.
3. Capacity to use Microsoft Office suite, WordPress or similar CRM, Canva and META to schedule paid and organic social media content essential.
4. Experience using Salesforce, Campaign Monitor and Form Assembly is advantageous.
5. Demonstrated experience developing and implementing strategies for engaging online audiences

DESIRABLE:

1. Team player
2. Familiarity with digital communications in the creative or not-for-profit sector
3. Familiarity through lived experience of working in a regional setting

Please see Employment Application Disclosure and Privacy information here:

<https://www.rav.net.au/about-us/employment-application-disclosure/>