



# REGIONAL ARTS NSW

## **Communications Officer**

Part time position 21hrs per week

Location: Walsh Bay, Sydney

Salary: \$50,000 pro rata

Regional Arts NSW is seeking an energetic, creative and skilled marketing and communications professional with a nose for a good story to assist with the delivery of our communications strategy.

This position will build and develop the work already undertaken including responsibility for the development of the website, curating and writing content for print and online media, the company website, monthly e-bulletin and social media platforms. In addition, the successful applicant will be required to assist with preparation of print publications, provide support and coordination for the Communications Officers currently employed by Regional Arts Boards and provide support and advice for the boards that do not currently have these positions. This position will have flexible hours and some travel may be required.

An initial employment contract to December, 2015 is being offered for this position with a three month probationary period. Further on-going employment is subject to funding.

Regional Arts NSW office is located at Walsh Bay, Sydney. It is the peak body and service and support agency for 14 Regional Arts Boards across the state.

## **Applications**

Applications must be received by **5pm, Thursday 29 May, 2014**. The position is expected to commence on **Tuesday 17 June, 2014**

Applicants are invited to submit applications that address the **Essential Criteria** and provide details of relevant experience and training with reference to **Desirable Knowledge, Skills and Abilities**.

- Please provide a copy of your current Curriculum Vitae
- Please nominate 2 referees
- Send applications to:  
[admin@regionalartsnsw.com.au](mailto:admin@regionalartsnsw.com.au)

For further enquiries about this position, please contact Elizabeth Rogers 02 9270 2505, mobile 0412 099 935 or email [elizabeth@regionalartsnsw.com.au](mailto:elizabeth@regionalartsnsw.com.au).

## **TERMS OF CONTRACT**

A salary of \$50,000 pro rata (commensurate with experience) per annum plus superannuation will be offered for this part – time (21 hours per week) position. This is a flexible position where time worked can be adapted to suit the needs of the incumbent. There is a probationary period of three months. The initial contracted period is until December, 2015. Future employment is dependent on funding.

## **RANSW COMMUNICATIONS OFFICER POSITION DESCRIPTION**

### **1. Organisational Relationships**

The **Communications Officer** works internally within RANSW and externally to facilitate the organisation's work.

**Internal:** Reports to the Chief Executive Officer.

Internally, the **Communications Officer** will liaise with the:

- Administration Officer
- Funding Manager
- Finance Manager
- Aboriginal Arts Development Officer

**External:** Liaison/networking

Externally the position liaises with:

- The network of Regional Arts Boards through their Regional Arts Development Officers and Communications staff.
- Regional Arts Promoters Network and Regional Arts Australia.
- State-based network organisations and associations with a regional remit.
- Regional artists and arts organisations including local arts councils, local government, writers' centres, regional galleries, arts and cultural groups.
- Metropolitan and national media platforms.

### **2. Accountability**

The position holder works closely with the Chief Executive Officer, the Administration Officer and in consultation with all staff members to develop and implement communication and marketing strategies that address the five key strategic objectives of RANSW and support the activities of the Regional Arts Boards. The position holder works autonomously on a day-to-day operational basis. Final agreement on work priorities will be determined in consultation with the CEO.

### **3. Duty Statement**

- 3.1 Assist the CEO with the development, production and distribution of all written material to ensure a high standard of written content and a consistent quality of presentation for RANSW.
- 3.2 Manage the maintenance of the RANSW website, ensuring all information is current, develop content for the site and monitor traffic to ensure that it continues to sustain its leading position as the primary information source for regional arts activities, programs and projects.
- 3.3 Assist with the research, development, distribution and evaluation of 11 electronic e-bulletins per year using the established design templates and undertake an annual evaluation survey.
- 3.4 Develop, expand and maintain database contact lists of e-bulletin subscribers, publications recipients and media contacts.
- 3.5 Draft and disseminate media releases when required.
- 3.6 Implement and assess an effective social media strategy for RANSW including relevant evaluation processes, in accordance with the RANSW Social Media Policy.
- 3.7 Assist the CEO with the revision of all internal documents and oversee maintenance of the brand on all communications.
- 3.8 Provide written activity reports for inclusion in the RANSW Board papers by the designated deadline.
- 3.9 Provide on-going support to, and advocate on behalf of, the Communications Officers within the Regional Arts Network including coordination of meetings, fielding enquiries and providing advice and assistance to regional arts organisations.
- 3.10 Represent RANSW at Regional Arts Promoters Network meetings and other meetings and functions as required.
- 3.11 Work closely with the Funding Manager and/or external contractors to ensure the best technological solutions are found to deliver this program.
- 3.12 Undertake other duties as directed by the CEO.

## **SELECTION CRITERIA**

### **Essential Criteria**

- Broad experience and understanding of marketing and communication activities and the workings of the media.
- Demonstrated experience in producing print, electronic and web based media processes including the use and implementation of marketing via social media.
- High level of IT competency with Wordpress, Microsoft Office suite of computer programs, data base systems and knowledge of web content management systems.
- Demonstrated ability to communicate clearly and effectively through written and oral presentations to a variety of audiences including media.
- An ability to research and edit information with strong attention to detail and accuracy.
- Demonstrated high level customer service and interpersonal skills with the ability to build cooperative relationships with stakeholders.
- Demonstrated time management skills and the ability to prioritise workloads
- Demonstrated interest in, or understanding of, the arts sector and/or community arts and cultural development in a regional context.
- Proven ability to work cooperatively and flexibly in a small team.

### **Desirable Knowledge, Skills and Abilities**

- Relevant qualifications in the marketing, communications or journalism AND/OR commensurate experience in the field.
- An understanding of the role of the three levels of government in arts and cultural development
- An understanding of regional NSW.
- Capacity to travel when required.

*Regional Arts NSW maintains an Equal Employment Opportunity policy.*

## **ABOUT REGIONAL ARTS NSW**

Regional Arts NSW is the peak body and support agency for arts and cultural development in regional NSW. We work together with the fourteen independent regional arts boards to address the challenge of diversity across the state.

We recognise that the voice of regional communities is at the heart of our cultural identity.

Our vision is to build positive futures through enriching the arts and cultural lives of those living in regional, rural and remote areas.

We do this by:

- Building capacity through our grants programs, training and workshops, and providing information and advice.
- Advocating and acting as a voice for the regional arts boards and their communities.
- Communicating news, stories and information to all our audiences.
- Providing a range of practical services and support for regional arts boards and arts organisations
- Ensuring that our organisation is well-governed and well-managed.

In addition we have identified the following priority areas for development:

1. To support Aboriginal arts and cultural development in all its different expressions in regional NSW.
2. To encourage creative industry development in regional NSW.

Our stakeholders are the Regional Arts Boards, regional artists, arts organisations and their communities, arts funding agencies, state and national peak arts bodies and kindred organisations, local government and other industry sector and government bodies.

Our goals are

- to develop sustainable Regional Arts Boards;
- to ensure equity of access to community arts and cultural development opportunities and resources;
- to support community diversity that distinguishes the varying needs of different groups of people who live in rural and regional NSW

We underpin our work and base our relationships on the values of cooperation, collaboration and partnership, recognising the rights of Regional Arts Boards and regional communities to determine and self-direct their own arts and cultural development.

RANSW receives funding from the NSW Government through Arts NSW and the Australian Government through the Regional Arts Fund.

More information about the Regional Arts NSW programs is available on the website at [www.regionalartsnsw.com.au](http://www.regionalartsnsw.com.au)