



**Position description:**

## **Communications officer (part-time, maternity cover)**

Arts OutWest is currently seeking an experienced Communications Officer (maternity cover position, 12 months).

**Hours:** 21 hours per week (3 days). From January 2018.

**Location:** Based in Bathurst.

**Rate:** \$56,420 pro rata plus superannuation (\$33,852 actual)

**The job:**

We're looking for a great communicator to jump in and tackle project marketing, graphic design, arts promotion and communication.

Arts OutWest is the regional arts development organisation covering the Central West region of NSW (Lithgow to Lake Cargelligo across 11 local government areas). We run highly respected programs in the areas of arts and health, aboriginal arts, lifelong learning and cultural tourism; we support artists and arts activity and promote art events in the region.

2018 will be an interesting, busy year for us with a number of new and continuing projects and our close involvement in presenting the state-wide regional arts event ArtState in Bathurst in November.

Find out more about what we do at [www.artsoutwest.org.au](http://www.artsoutwest.org.au)

This is a job-share position (the other Communications Officer also works 3 days per week).

Working in a job-share role, the two Communications Officers deliver work as identified in the Strategic Plan as part of Arts OutWest's core services. The Communications Officers also assist the Executive Director and other staff in the management of regional projects and other activities.



**Key responsibilities:**

*As this is a shared role some tasks fall more to one Communications Officer than the other, for example this role will take on the bulk of the graphic design, website management and project promotion tasks.*

- Provide promotional and marketing support to Arts OutWest projects and to project staff
- Design and publish promotional material
- Manage the Arts OutWest website
- Write and present weekly on-air What's On segments for local and regional radio
- Communication with stakeholders, public, project participants, arts and creative industries practitioners as a main point of contact for email, mail, phone and walk-up enquiries
- Provide arts industry and promotions advice to organisations and artists
- Work with the Executive Director and project staff to organise and deliver training, forums, projects and events
- Collect and record information on arts and cultural activities within the Central West or relevant to the region
- Manage and monitor social media accounts
- Identify opportunities for editorial (print, broadcast, online) and prepare content
- Prepare, issue and follow-up media releases
- Compile the monthly e-bulletin
- Maintain the Central West cultural directory database
- Develop and maintain strong local media relationships
- Assist with the maintenance of office archives, resources, computer programs and equipment
- Supervise existing office volunteer
- Work with the Arts OutWest Executive Director to prepare and deliver reports
- Report to the Executive Director and Board of Arts OutWest
- Revise communications and marketing plan and assist with development of new 3-year strategic plan (2018)
- Oversee design of new organisation logo (2018)



- Support Regional Arts NSW in promotion and organisation of Artstate Bathurst (2018)

**Essential criteria:**

*Essential criteria needs to be addressed in your written application*

- Excellent written communication skills including writing material for publication, writing for the media, writing online content
- Graphic design skills including experience in use of Adobe Creative Cloud apps especially InDesign
- Excellent oral communication, interpersonal and presentation skills
- Excellent time management and organisational skills and ability to both set and work to deadlines
- Professional experience in using computer programs including Microsoft Office; desktop publishing and design software; website management
- Professional experience in managing social media
- Ability to work independently and as part of a team
- Relevant tertiary qualifications or demonstrated industry experience
- Current drivers license

**Desirable criteria:**

- Experience in the arts sector
- Experience in the Wordpress web platform
- Experience in MailChimp or similar email management program
- Experience in radio presentation
- Experience in audio and/ or video editing software
- Photographic skills
- Experience in workshop/ training delivery
- Knowledge of the NSW Central West
- Knowledge of the regional arts sector
- Ability to travel regularly and work flexible hours



**Additional selection criteria:**

Applicants selected for interview will be asked to create a radio air-check MP3 file. Criteria and instructions will be provided. Applicants selected for interview may also be asked to show a portfolio of recent graphic design work.

**Conditions of employment:**

This part time (21hr per week) position forms part of the Arts OutWest core service delivery based in our Bathurst office on the Charles Sturt University Campus (building 1454).

The position requires some flexibility to deliver in accordance with deadlines and to ensure visibility within the region through attending meetings and supporting Arts OutWest projects and events.

Staff are paid fortnightly with no overtime pay, however time off in lieu may be taken equivalent to a maximum of one week, where such overtime occurs. All standard leave entitlements apply (including 4 weeks annual leave), as does personal choice of superannuation fund.

The position is a 12 month maternity cover contract starting January 2018.

**To apply, please provide:**

- A covering letter
- A document addressing the essential and desirable criteria
- A CV (no more than three pages)

**Applications close Monday 4 December 2017**

**Anticipated start date: mid-Jan 2018**

Applications must be sent by email and addressed to Tracey Callinan, Executive Director

Email: [tcallinan@csu.edu.au](mailto:tcallinan@csu.edu.au)

For further information call Tracey Callinan on 02 6338 6589.