



## Media and Communications Officer

<b>Position description:</b>	Part Time Minimum 3 hours per week Maximum 18 hours per week negotiable dependant on program
<b>Position title:</b>	Media and Communications Officer
<b>Reports to:</b>	General Manager

### Position summary:

The role is responsible for the creation of content including internal copywriting, promotional collateral, media cataloguing. You will work with artists to develop promotion press kits.

Through effective and economical strategies, act as a marketing conduit between arts and culture and the wider Central Australian community. Actively promote and encourage engagement with Red Hot Arts and its member services. Support the incubation of organic marketing, community engagement and relationships.

### Key responsibilities:

- In consultation with the General Manager, develop and deliver an annual schedule of marketing and communications plans for internal and external use across our services.
- Under direction of the General Manger, establish and maintain relationships with key local, intra and interstate media; write and distribute press releases; and organise, promote and manage media opportunities
- Develop and maintain a segmented distribution list
- Work with the General Manager to ensure that RHACA honours its media policies and respects others' brands and artistic works
- Write and publish regular posts about news and achievements related to our program of services
- Work with the team to effectively communicate RHACA's history, successes and contributions to the sector
- Provide monthly reports on RHACA's media presence and the effectiveness of its distribution platforms
- Work with the team to foster stronger communication, lobbying and networking for the arts and cultural sector
- Work with the General Manager and our tourism sector partners to establish the region as a national destination for arts and cultural tourism
- Work with the team to improve local and national awareness of regional artists, services and venues
- Work with the team to maintain and promote the use of an accessible sector calendar
- Plan and deliver a schedule of delivery across all 'What's On' platforms\*
- Plan and coordinate the curation and distribution of weekly newsletters
- Plan and deliver content streams on social media
- Manage our range of physical promotion products
- Manage website development with the General Manager
- Plan and coordinate our service integration with intrastate, interstate and international tourism platforms

- Plan and coordinate our national campaigns for seasonal promotion
- Prepare and distribute collateral including digital, print and video
- Work with the team to promote 67 Bath St and its users
- Maintain invitee lists and distribute invites to our events
- Plan and coordinate the local distribution of promotional collateral via appropriate social media channels
- Manage our Desert Festival website development with the Festivals and Events Manager.
- Work with presenters and producers of shows within our events to be effectively promoted through our services
- Plan and coordinate our festivals and events integration with intrastate, interstate and international tourism platforms
- Manage the documentation of events

**Competencies and experience required:**

- A demonstrated skill in planning and managing annual scheduled delivery of communications
- Skills and experience in using WordPress
- Knowledge and understanding of Social Media Marketing including Facebook Pages, Facebook Groups, Instagram and Facebook Ads Manager.
- Experience with creating EDM campaigns and CRM's.
- Experience in promoting charities / membership based services and/or arts and cultural events
- The capacity to follow executive direction and to work consultatively in a team on service design and delivery
- Manage an annual budget allocation
- Established local networks within the arts and cultural and/or tourism sectors.
- The ability to work with Microsoft Office, an existing electronic filing, email and contact system
- Exceptional oral, written and visual communications, interpersonal and intercultural skills within a client centric environment
- An understanding of the moral and legal constraints with talent release, brand ownership and the licensing and ownership of images and artwork

**It is advantage to have:**

- Experience using Apple Final Cut X or Adobe Premiere
- Experience using Lightroom to catalogue visual libraries
- Skills in Adobe Photoshop, Illustrator, InDesign and PDFs
- Understanding of the tourism sector and destination marketing
- Experience in selling promotional services

**Qualifications/ experience required:**

Degree in Communications or equivalent experience

**To submit your application**

Please include a cover letter, response to the selection criteria, your current Resume and three contactable referees.

Application to be submitted via email to Ali Copley E: [gm@redhotarts.com.au](mailto:gm@redhotarts.com.au) by 5.00pm, Friday 28th May 2021

**For further information please contact:**

Ali Copley, Red Hot Arts, General Manager on E: [gm@redhotarts.com.au](mailto:gm@redhotarts.com.au)

Please visit [www.redhotarts.com.au](http://www.redhotarts.com.au) for information about the organisation.