

POSITION AVAILABLE: MARKETING & COMMUNICATIONS COORDINATOR

Next Wave is looking for an enthusiastic and organised arts marketer to fill the role of Marketing & Communications Coordinator at our headquarters in North Melbourne.

The Marketing & Communications Coordinator will work to implement campaigns that deliver on Next Wave's strategic marketing goals as well as contributing to building and maintaining the Next Wave brand, engaging stakeholders and developing audiences.

The successful applicant will be enthusiastic about contemporary art and culture in Australia, have a strong sense of contemporary marketing activities, be adept at writing and proofing copy, have good communications and project management skills, and a thorough understanding of digital media.

Aboriginal and Torres Strait Islander people, people with disability, and culturally and linguistically diverse applicants are strongly encouraged to apply for this position.

Please continue reading for more details including the full position description and selection criteria.

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| Position Title: | Marketing & Communications Coordinator |
| Currency: | Full-time, December 2017 - December 2018 |
| Location: | Next Wave Office, Meat Market, North Melbourne |
| Remuneration: | \$52,000 (plus 9.5% superannuation) |
| Applications Close: | 5pm (AEDST) Sunday 19 November 2017; late applications will not be accepted. |

Applicants must be available for interviews on 21 or 22 November 2017. Interviews are held at the Next Wave offices in North Melbourne; we can also conduct interviews via Skype if required. Please note, shortlisted applicants will be required to complete a short task prior to being interviewed.

Applicants are advised to carefully read the detailed Position Description below. You should also familiarise yourself with the Vision, Mission and Values outlined on the organisation's [website](#), as a first step.

Applications are due by 5pm (AEDST) 19 November 2017. Please submit your application via [Recruiterbox](#) as one single PDF document.

Applications must include:

- A CV that includes contact details for 2 current referees
- A two page document (maximum) telling us about how your experience responds to the selection criteria (see below) and why you would like to work with Next Wave.

Please note that it is not necessary to include a cover letter.

You are encouraged to speak with us prior to submitting your application. Enquiries about the position can be directed to Georgie Meagher, Director, on (03) 9329 9422 during business hours.

POSITION DESCRIPTION

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| Position title: | Marketing & Communications Coordinator |
| Reporting line: | Director/CEO Deputy Director Festival Marketing Strategist |
| Direct reports: | Marketing Volunteers and Interns, Festival Publicist and other external contractors including designers, printers and distributors |
| Key interfaces: | Creative Producer, Business and Operations Manager, Associate Producers, media networks, corporate sponsors, partners and stakeholders |
| Purpose of role: | The Marketing & Communications Coordinator will be responsible for implementing all marketing and communications activities for Next Wave. |
| Year round accountabilities and tasks: | <ul style="list-style-type: none"> • Develop marketing campaigns for Next Wave programs that may include: electronic and postal mail outs, cross promotion strategies, advertising, events, publicity and printed materials such as program guides, fliers, catalogues, posters and signage • Administer production of marketing collateral, online and printed • Coordinate, create and publish content for the Next Wave website, including news posts, event posts and artist pages • Implement social media strategy, including coordinating, creating and scheduling content • Administer Next Wave's fortnightly Pegboard eDM • Update and maintain Next Wave database (Salesforce) • Drive development of Next Wave's CRM system by cleaning, augmenting and importing contacts as required and regularly removing old data to maintain database relevance • In collaboration with all Next Wave staff, manage the content and functionality of all of Next Wave's digital platforms • Develop and implement a digital and social media strategy for Next Wave, to grow and diversify Next Wave's audiences and maximise engagement • Measure the effectiveness of content and marketing initiatives including via the use of web analytics and make ongoing recommendations for improvement |
| Festival specific accountabilities and tasks: | <ul style="list-style-type: none"> • Advise and assist festival artists on individual project sponsorship, marketing and publicity campaigns • Coordinate the production and collation of written and image content for festival use, including the festival program, promotional materials, signage and media activities • Provide templates and assistance to artists for marketing materials and coordinate bulk printing and distribution deals for artists and projects • Administer audience research and survey initiatives • Maintain accurate records of marketing materials including archival records • Coordinate signage requirements for the Festival • Proofread materials and format images for online and printed collateral • Oversee the digital presence of Next Wave Festival 2018, including but not limited to the festival website and social media • Manage, coordinate and delegate to staff, volunteers and external contractors so that marketing and publicity related deliverables and deadlines are achieved |

KEY SELECTION CRITERIA

- Excellent communication skills and attention to detail
- Proven copywriting, proofreading and editing skills
- Ability to deliver and evaluate innovative marketing campaigns
- Good understanding of digital media, including social media
- Ability to manage multiple tasks and work to deadlines
- Demonstrated interest in contemporary art and culture

EXPERIENCE AND QUALIFICATIONS

Essential

- Marketing or administration experience in the arts or another industry
- Working knowledge of Microsoft Office programs, Adobe Photoshop and InDesign
- Experience using content management systems and eDM services
- Experience in producing engaging content for digital and social media platforms
- Experience using Salesforce or other similar CRM systems

Desirable

- Skills in digital content production (for example photography, video or audio for social media)
- Experience in delivering audience development strategies
- Demonstrated interest and experience in accessibility and/or sustainability