



TEN DAYS ON THE ISLAND

HEAD OF MARKETING & COMMUNICATIONS

POSITION DESCRIPTION

REPORTS TO:	CEO
SUPERVISES:	PRODUCER CONTENT & PUBLICATIONS DIGITAL & SOCIAL MARKETING AGENCY
LOCATION:	TEN DAYS ON THE ISLAND BURNIE OFFICE
CONTRACT PERIOD:	AUGUST 2018 - APRIL 2019
HOURS:	FULLTIME

OVERVIEW

Ten Days on the Island (Ten Days) was established by the Tasmanian Government in 2000 to develop and deliver a statewide cultural festival of national significance that provides opportunities for Tasmanian artists and companies to present their works to a wider audience, provides opportunities for the Tasmanian community to be exposed to national and international artists and companies of the highest quality, and assists in providing the state of Tasmania with a legacy of expert professional arts infrastructure.

The biennial festival celebrates Tasmania's island culture and offers a platform on which to profile and promote Tasmania's innovative, creative and resourceful character and unique cultural identity.

Ten Days brings international recognition for Tasmania and demonstrates how the arts can positively influence a community's perception of itself and the image it projects to the world.

PURPOSE OF THE POSITION

Reporting to the CEO, the Head of Marketing and Communications is responsible for effective communications to all stakeholders of the organisation and its programs and services - raising the profile of the organisation and the Festival, developing new audiences, and helping to facilitate the delivery and growth of the Festival.

OBJECTIVES OF THE POSITION

The Head of Marketing and Communications will:

- plan, implement and deliver the Marketing and Communications strategies and activities;
- manage budgets for Marketing and Communications activities;
- work with the CEO and partnerships and giving team to build on established, and develop new relationships with corporate partners, sponsors, donors, and federal, state and local governments; and
- build connections with stakeholders and customers to broaden the support base for the Festival.

DUTIES AND RESPONSIBILITIES

The Head of Marketing and Communications is responsible and accountable for:

- writing and delivering the Marketing and Communications strategies and tactical plans for Ten Days on the Island Festival 2019
- in consultation with the Artistic Director and CEO, developing campaigns to maximise the appeal of the Festival and its individual program elements
- developing, managing and reporting on a regular basis to the CEO on the Marketing and Communications budget
- maintaining accurate and timely financial and performance records required to meet organisational, stakeholder, Board, funding body and audit requirements
- leading and managing the performance of the Marketing and Communications team (including employees and contractors) to ensure that strategies and budgets are fully delivered
- contributing to a dynamic, energetic, collaborative and performance oriented workplace culture and ensuring effective and productive relations with the programming and operations, and finance and administration departments
- ensuring Marketing and Communications team members have ready access to information and reporting as required to achieve their responsibilities.

KEY INFORMATION

- This position is based at Ten Days' HQ in the Makers' Workshop in Burnie
- The successful candidate will be appointed to a fulltime contract with remuneration and conditions to be negotiated
- The contract is modelled on and supports Ten Days' employment policies

WORK HEALTH & SAFETY, EQUAL OPPORTUNITY, DISCRIMINATION & HARASSMENT

Ten Days on the Island is committed to high standards of performance in relation to Workplace Health and Safety and Equal Employment Opportunity. Our staff will maintain zero harm working conditions and practices. Our organisation promotes and upholds principles of fair and equitable access to employment and professional development. Ten Days does not tolerate any form of harassment or discrimination. All staff will comply with company policies and procedures. Ten Days values respectful, harmonious professional relationships within a dynamic working environment and ensure all staff behaviours enable these values.

WORK CONDITIONS

This position is based in Burnie, Tasmania.

Normal office hours of work will be 9 am to 5 pm with a daily lunch break of one hour; some out of hours work will be required during the lead up to and throughout the 2019 Festival.

TIME OFF IN LIEU

Ten Days has a Time off in Lieu (TOIL) policy for full-time PAYG staff members of six months' duration or longer. TOIL policy details will be found in your contract of employment along with the process of accruing and using TOIL.

ANNUAL AND SICK LEAVE

Subject to the terms and conditions of the employment contract, the Employee will be entitled to holiday leave accrued proportionally at the rate of four weeks of annual leave for every 52 weeks worked. No leave loading will be paid.

SELECTION CRITERIA

- A well-established marketing and communications professional profile, capable of representing Ten Days across a broad range of stakeholder environments
- High level knowledge of brand strategy and event marketing, including brand positioning and brand management, campaign design and delivery, publicity, ticketing and corporate communications and the market for the performing and visual arts
- Proven ability to develop and implement marketing and communications strategies relevant to the aims and aspirations of Ten Days to enhance Ten Days' reputation and success as a major event
- High level understanding and demonstrated experience in the development and application of contemporary marketing strategies and practices particularly in a digital and social media context
- Demonstrated excellence in organisational, managerial and communication skills
- High level knowledge of database development and maintenance
- At least five years' experience in similar or related role
- Degree in relevant discipline (desirable)

PERSONAL QUALITIES

- Comfortable in representing Ten Days in all environments and capable of inspiring and nurturing stakeholders and colleagues
- Understands stakeholders' needs and expectations, readily establishes rapport and engagement and sustains excellent relationships with service providers and stakeholders
- Readily adjusts and adapts to changing circumstances
- Engenders confidence in and commitment from others
- Some reference to managing a team that may not be co-located

HOW TO APPLY

Please address the Selection Criteria as succinctly as you can, giving recent examples to illustrate your experience.

Email your response to the Selection Criteria, your current CV and a brief cover letter to jane.haley@tendays.org.au

Please write HEAD OF MARKETING & COMMUNICATIONS in the subject line of your email.

Applications must be received by **5PM TUESDAY 17 JULY 2018**.

If you have any questions about the role or the application process, call Jane Haley 0413 620 724

