



TEN DAYS ON THE ISLAND

PRODUCER CONTENT & PUBLICATIONS

POSITION DESCRIPTION

REPORTS TO:	HEAD OF MARKETING & COMMUNICATIONS
LOCATION:	TEN DAYS ON THE ISLAND BURNIE OFFICE
CONTRACT PERIOD:	AUGUST 2018 - APRIL 2019
HOURS:	FULL TIME

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 Head of Marketing and Communications, the Producer Content and Publications will support strategies for effective communications to all stakeholders of the organisation and its programs and services - raising the profile of the company and the Festival, developing new audiences, and helping to facilitate the delivery and growth of the Festival.

OBJECTIVES OF THE POSITION

The Producer Content and Publications will oversee the creation and production of digital and print content across all channels, identify and build new opportunities across our stakeholder engagements, and play a key role in the success of marketing campaigns.

KEY RESPONSIBILITIES

- Plan and execute a content strategy that drives high engagement
- Manage the distribution of content across all channels
- Copywriting and editing of all content to ensure quality, clarity and consistency
- Collaborate with Ten Days' digital marketing agency to monitor and analyse social media channels and collect, monitor and analyse website metrics, recommend and make improvements accordingly
- Apply data analytics to customise and optimise content

SPECIFIC DUTIES

Ten Days' print and digital channels

- Coordinate and manage content for all printed, electronic and digital channels including but not limited to the Festival program guide, Ten Days' website, social media platforms (Facebook, Instagram, Twitter, Snapchat, etc), electronic direct mailings and other marketing materials as required, ensuring all protocols and approvals are met
- Create collateral for all marketing channels, including writing, editing and proofing copy, creating and/or securing images, ensuring timely and relevant content and messaging and branding that is clear, consistent and adheres to Ten Days' brand framework
- Work with Head of Marketing and Communications, Manager Partnerships and Engagement, Ticketing Services Manager and Ten Days' digital marketing agency to create active digital collateral including but not limited to a downloadable Festival and event program and planner, partnership activations, engagement communications, blogs, ticket packages and offers etc

Festival Program Guide

- Work with the Artistic Director, Creative Producer, Head of Marketing and Communications and graphic designer to complete the Festival 2019 program guide and related collateral
- Create and implement a production schedule and paginations in coordination with the graphic designer
- Manage the process and communications with external service providers and vendors in relation to the production of print publication/s

Digital and social marketing

- Act as the key contact and collaborate with Ten Day's digital marketing agency to support their strategic delivery of content
- Identify opportunities for social media stories and promotions and develop and curate innovative ideas to respond
- Coordinate photography and videography of material that will be used to promote Ten Days, the Festival program, and partners, including but not limited to scheduling, use of documentation, archive of documentation, permission to use documentation etc
- Manage the website including but not limited to uploading of content, ticket information, promotions, partner events etc
- Develop and maintain relationships with key contacts, stakeholders and online audiences to ensure Ten Days' branding and key messages are accurately communicated and represented in all relevant materials

Corporate Partners

- Work with Head of Marketing and Communications and Manager Partnerships and Engagement to develop and deliver innovative and creative solutions aligned with corporate partners' expectations and agreements

Ticketing Services

- Work with the Ticketing Services Manager to ensure that all ticketing promotions and/or packages are set-up and communicated in a timely manner

GENERAL DUTIES

- Work within expenditure budgets and collaborate with the Head of Marketing and Communications to monitor and report on all expenditure
- Attend Ten Days' meetings, events and functions as required
- Attend a general debrief post-Festival and write a job specific post-Festival report
- Other duties as reasonably required by the Head of Marketing and Communications

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 IN LIEU

Ten Days has a Time 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

- Exceptional ability to build strong and effective internal and external working relationships
- Demonstrated keen eye for opportunity and proven capacity to develop creative responses
- Excellent writing, editing and proofing skills and high-level experience of managing publication (print and digital) design, execution and finishing processes with an eye for detail and commitment to the highest standards
- High level understanding of contemporary digital and social media and content marketing tactics, such as SEO, digital advertising and social media marketing
- Proven ability to effectively and efficiently execute tasks and manage workflow and projects to achieve on-time and on-budget outcomes
- A high level of expertise in Microsoft Office suite, Web based tools and strong Google Analytics, WordPress and Adobe Acrobat/Illustrator skills
- Good knowledge of Ten Days on the Island, its strategic priorities and place in the Tasmanian and arts 'landscapes'
- At least five years' experience in a similar or related position
- Degree in relevant discipline (desirable)

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 PRODUCER CONTENT AND PUBLICATIONS APPLICATION in the subject line of the 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