

POSITION DESCRIPTION

MARKETING & PARTNERSHIPS COORDINATOR

Title	Marketing and Partnerships Coordinator
Location	Makers' Workshop, Mezzanine Level, Burnie
Immediate Report	Producer Content and Publications
Final Report	Head of Marketing and Communications
Hours	Full time
Period of Contract	26 November 2018 – 12 April 2019
Remuneration	\$50,000 per annum including superannuation

BACKGROUND

Ten Days on the Island was established 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 high quality arts experiences for Tasmanians wherever they live, and
- assists to build Tasmania's professional arts infrastructure.

THE ROLE

The role incorporates all functions related to supporting the marketing and promotion of Ten Days on the Island and includes responsibilities for supporting relationships with and services for corporate partners and donors.

Specific Accountabilities (including but not limited to):

1. Undertake tasks and responsibilities to assist the Producer Content & Publications to

PUBLICATIONS

- manage digital and print publications, collateral and signage
- create, implement and monitor production schedules for all digital and print publications, collateral and signage
- obtain necessary images and information to create Ten Days' publications and collateral including but not limited to Festival brochure, show programs, artist handbook, posters, flyers, website, electronic newsletters, general Ten Days' collateral, etc
- gather and collate all information including but not limited to ticket prices, performance dates, sponsor information/logos, staff lists etc
- prepare material for the annual report (2019)

COLLATERAL

- create, implement and monitor schedules for all electronic and print artwork production and delivery
- in line with Festival 2019 brand guidelines, design artwork and/or do layout of:
 - 2019 Festival Program and related collateral
 - invitations (digital and print)
 - posters
 - show programs
 - downloadable Festival and show programs
 - flyers
 - signage to events, venue, directional
 - artist's handbook
 - advertisements for print and digital media – newspaper, magazine, social media, etc.

SIGNAGE

In conjunction with Programming and Production:

- create, implement and monitor schedules for signage production and delivery
- collate all signage requirements including technical specifications, end use
- assist as required to obtain quotes for signage production
- coordinate the pre-production of signage and manage the flow and delivery

DIGITAL

- create effective digital documents and collateral
- facilitate the execution of electronic direct mail (eDM) campaigns
- manage the website

2. Undertake tasks and responsibilities to assist the Head of Marketing & Communications to

CORPORATE PARTNERSHIPS AND INDIVIDUAL GIVING

- coordinate partnership and donor servicing and relationships
- coordinate events for partners and donors, including compiling and managing invitations lists, invitations and RSVPs for events
- manage lists and constituents within CRM system of partners and donors
- coordinate and administer partnership and sponsorship contracts

GENERAL MARKETING

- maintain publications and collateral archives (digital and hardcopy)
- help maintain the marketing folders and files (hardcopy and digital assets)
- maintain external website content (Tas Arts Guide, Tourism Tas, etc.)
- prepare image/s for PR and social media use
- other duties as reasonably required by the Head of Marketing & Communications and the Producer Content & Publications

GENERAL

- attend Ten Days' events and functions as required
- attend a general Festival debrief post-Festival and write a job specific post-Festival report
- other duties as reasonably required by the Head of Marketing & Communications and the Producer Content & Publications

SELECTION CRITERIA

Essential

- At least three years' experience of working in a marketing or related role
- Experience of, and confidence in, working with people at all levels, including staff in offices of senior government and business leaders, media and marketing personnel
- High level attention to detail, accuracy and efficiency while multi-tasking effectively
- Excellent interpersonal skills including with written and verbal communication, liaison, negotiation and the capacity to work in a team environment
- Ability to use initiative when required and be self-motivated
- Fluent in Microsoft Word, Excel and Outlook
- Demonstrated ability to work with database software
- Driver's Licence

Desirable

- Previous organisational experience within an arts or related environment
- Interest in the arts

THE ORGANISATION

Occupational Health and Safety and Employment Equity

The Ten Days' team is committed to high standards of performance in relation to Occupational Health and Safety and the provision of Equal Employment Opportunity. All employees are expected to participate in maintaining safe working conditions and practices, as well as promoting and upholding the principle of fair and equitable access to employment/promotion, personal development and training and the elimination of workplace harassment and discrimination.

Location

This position is based in Burnie, Tasmania.

Normal Hours

Normal office hours of work will be 9am to 5pm with a daily lunch break of one hour. There will be work outside of business hours and, possibly, outside Burnie for which no additional payment is provided although the employee may be entitled to time off in lieu (providing guidelines are met). Hours of work may include weekend and on-call response during the lead up to and throughout the Festival in March 2019.

Time in Lieu

Ten Days has a Time Off in Lieu (TOIL) policy for full time PAYG staff members of six months duration or longer. TIL 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 is entitled to holiday leave accrued proportionally at the rate of four weeks annual leave for every 52 weeks worked. No leave loading will be paid.

APPLICATION

Please email your CV with a brief response to the selection criteria by close of business Monday 12 November

To: info@tendays.org.au

Subject: Marketing & Partnerships Coordinator Position

Bede Clifton
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