

Next Wave, Festival 2020 Marketing and Engagement Coordinator Position Description

Next Wave, wants you if you're awesome

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

The Marketing and Engagement Coordinator will assist in the delivery of Next Wave's strategic marketing goals as well as contribute to engagement, evaluation and development. They will build and maintain the Next Wave brand, engage stakeholders and develop audiences.

While the successful applicant should be enthusiastic and knowledgeable about contemporary art and culture in Australia, they must ultimately have a strong sense of contemporary marketing activities, cultural engagement, and will coordinate all Marketing activities of Next Wave.

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

Applicants are advised to carefully read the detailed Position Description available via the Next Wave website (www.nextwave.org.au). You should also familiarise yourself with the Vision, Mission and Values outlined on the website, as a first step.

Role	Marketing and Engagement Coordinator – Next Wave Festival 2020
Currency:	3 days per week from Monday 13 January 2020, increasing to full time during April – May 2020
Location:	Next Wave Office, Meat Market, North Melbourne, plus on-site at venues as required
Remuneration:	\$52,000 pro rata (plus 9.5% superannuation)
Purpose of role:	The Marketing & Engagement Coordinator will be responsible for supporting the Marketing Manager to implement all marketing, communications and engagement activities for Next Wave.
Reporting line:	<ul style="list-style-type: none">• Marketing Manager
Key interfaces:	<ul style="list-style-type: none">• Next Wave Staff• Next Wave Festival 2020 artists• Media partners• Community partners• Corporate sponsors
Accountabilities and tasks	Festival Marketing <ul style="list-style-type: none">• Assist festival artists on individual project marketing and publicity campaigns

- Coordinate the production and collation of written and visual content for festival use, including the festival program, promotional materials, signage and media activities
- 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
- Assist with the digital presence of Next Wave Festival 2020, including but not limited to the festival website and social media
- Administer Next Wave's fortnightly Pegboard eDM

Festival Engagement

- Support the Marketing Manager to grow and diversify Next Wave's audiences including cross-promotions
- Coordinate the production and distribution of targeted communications for key communities of interest, ensuring accessibility of information, where applicable
- Support festival artists on audience diversity and engagement strategies, to ensure attendance of relevant communities at specific projects

Key competencies, experience and capabilities

- Demonstrated knowledge of contemporary, emerging arts practice
- Marketing experience in the arts or related industry
- Excellent communication skills and attention to detail
- Proven copywriting, proofreading and editing skills
- Good understanding of digital media, including Creator Studio (Facebook and Instagram), other social media, analytics and SEO
- 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
- Experience in maintaining records and compiling reports
- Demonstrated interest in cultural inclusion and awareness of cultural protocols

Desirable

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

Application Requirements

- 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 above) and why you would like to work with Next Wave

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

Applications close 11.59pm on Monday 9 December. Late applications will not be accepted.

Applicants must be available for interviews between 2pm and 5pm on either Thursday 12 December or Friday 13 December. Interviews are held at Next Wave HQ in North Melbourne. We can also conduct interviews via Skype if required.

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