

Next Wave,

POSITION DESCRIPTION: COMMUNICATIONS COORDINATOR

Next Wave is looking for an enthusiastic and agile communications wizard to fill the role of Communications Coordinator. The Communications Coordinator supports and executes the delivery of Next Wave's communications. They build on and maintain Next Wave's brand, engage stakeholders and develop audiences and participation in our programming.

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

First Nations people, people with disabilities, and culturally and linguistically diverse applicants are strongly encouraged to apply for this position.

Applicants are advised to carefully read the position description. You should also familiarise yourself with the [Vision & Values](#) outlined on the website, as a first step.

Title:	Communications Coordinator
Reporting:	Communications & Development Manager
Liaison:	This position is part of the Communications team, led by the Communications & Development Manager and works collaboratively with the suite of Creative Producers. It engages with Next Wave artists, producers, designers, photographers, contractors, peers and community.
Salary:	\$60,000+ superannuation 10% (pro-rata 0.6 FTE)
Engagement:	12-month contract, with a 3-month probationary period, commencing June 2022.
Purpose:	<p>The Communications Coordinator co-designs, facilitates and delivers communications and engagement activities for Next Wave.</p> <p>The Communications Coordinator is engaged to support the realisation of programming communications: building visibility of Next Wave and its programs and increasing audience development.</p>

NEXT WAVE'S EMPLOYMENT POLICY

We value the rich contributions to the arts made by people from a variety of backgrounds, and we aim to have a diverse group of people working at Next Wave. We are an equal opportunity workplace and we strongly encourage applications by First Nations people, people of colour and people from a culturally and linguistically diverse background, people with disabilities and people from the LGBTIQ+ community. We understand the needs of people with family obligations and we provide a flexible working week, and part-time positions. We understand artists' and producers' working lives, and by negotiation we allow time-off for independent practice. Our philosophy is based on generosity, empathy, and a commitment to deep work satisfaction for employees. We know that this is repaid in retaining committed, passionate staff members who live and breathe the values of the organisation.

Next Wave is committed to healthy work culture that supports staff well-being, work performance, safety, individual and workplace morale and psychological health.

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KEY TASKS

ORGANISATIONAL

- Support Communications & Development Manager and communications team in executing strategic goals across communications, engagement and development
- Contribute to the development of key organisational marketing and operational communications, as required

Communications

- Build visibility and awareness for Next Wave brand and programs locally, nationally and internationally
- Coordinate the production and collation of written and visual content, including the quarterly programs, promotional materials, signage and media activities
- Maintain accurate records of marketing materials including archival records
- Proofread materials and format images for online and printed collateral
- Coordinate accessibility across all campaigns including digital and print media
- Assist with preparation of assets for key Next Wave digital platforms including the Next Wave organisation website, ALL School and across social media channels
- Maintain and keep up to date organisation website and program-specific platforms including Next Wave Festival archival websites
- Administer Next Wave's e-newsletter (including general subscribers, key groups and demographics)
- Prepare and support the execution of documents for major programs and events including photographer briefs, schedules
- Prepare assets for internal use and events as required via InDesign, Photoshop and Canva
- Coordinate ticketing for Next Wave programs

Media and PR

- Coordinate media schedules for Next Wave team and artists
- Document, archive and report on media received per program and for quarterly and annual media received
- Draft and prepare Media Releases for Next Wave key programs and organisational messaging, including preparing assets, accessible documents, imagery and video

Engagement

- Support the growth and diversification of Next Wave's audiences including cross-promotions
- Map out opportunities for participation for arts and non-arts audiences based in Moreland, in Victoria and beyond
- Coordinate the production and distribution of targeted communications for key communities of interest, ensuring accessibility of information, where applicable

Evaluation and Reporting

- Contribute to the monitoring and evaluation of outcomes for Next Wave programs and post-attendee surveys
- Collate data and prepare reports for communications campaigns across website, EDMs and social media
- Contribute to reports and acquittals for Next Wave programs within assigned timeframes

Next Wave,

SELECTION CRITERIA

Essential

- Ability to engage with racial justice and cultural equity frameworks, reflecting both professional and lived experience
- Demonstrated capacity to be highly autonomous and organised to manage multiple tasks and deadlines, determine workloads, set priorities, work under pressure and complete tasks within specified timeframes
- Experience executing multiple communications campaigns at once; with different demographics and outcomes
- Experience in project management with an interest in contemporary arts practice
- 2+ years of experience in communications or marketing position
- Excellent communication skills and attention to detail
- Copywriting, proofreading and editing skills
- Good understanding of digital media, including Creator Studio (Facebook and Instagram), Facebook Advertising, other social media, analytics and SEO
- Working knowledge of Microsoft Office programs, Adobe Photoshop and InDesign
- Experience in producing engaging content for digital and social media platforms
- Experience with ticketing systems

And Desirable

- Skills in digital content production (for example photography, video or audio material)
- Skills in design or multimedia, digital, production
- Skills in web design

HOW TO APPLY

To apply please send a copy of your CV (no more than two pages), examples of previous projects/campaigns you've worked on, and responses to the questions below.

1. What excites you about joining the Next Wave team and taking on this role right now?
2. What can you bring to this role that will support the success of the team?
3. How did you contribute to a work culture that you have enjoyed being a part of?
4. Is there anything you would like us to know about how you work/would like to take on this role?

Applications and enquiries about the position can be directed to Brigitte, Communications & Development Manager via brigitte@nextwave.org.au by 11 June, 2022.