

Marketing and Communications Manager

Employment Period: January 2017 – October 2017

Festival Period: 1 – 10 September 2017 with satellite events

Work hours: Flexible hours with a minimum commitment of 7.5 hours a week.

Increasing hours from June 2017 and reduced hours after festival period

Salary: Honorarium will be offered at the time of commitment, however it is dependent on funding outcomes.

Location: The Substation (1 Market St, Newport) and flexible location

Reports to: Artistic Directors

Works with: General Manager, Channels team, artists, media

Manage: Marketing and Communications Team

POSITION SUMMARY:

The **Marketing and Communications Manager** supports the strategic direction of Channels 2017 festival as the leading festival that showcases contemporary Australian and International video art practices. To assist with the positioning and growth of the festival, the role will oversee all marketing and communications activities at Channels. The key focus of this role is to build the organisation's national and international profile.

We are seeking someone who is passionate about video art, with relevant experience in marketing, communications, social media, publicity and/or advertising. While this is predominantly an arts marketing position, we encourage professional communicators from all backgrounds to apply. You do not have to be an arts 'insider', as we are interested in a marketing and communications manager who can think laterally about public engagement, festival promotion, brand development, media partnerships, sponsorships and philanthropy.

Channels is primarily a video art festival, however we are interested in people whose approach to video and understanding of it is broad-ranging, and whose interest goes beyond the so-called 'white cube', into the contemporary social, political and economic contexts of the medium. We are interested in hearing

your ideas about how you will promote Channels vision as a critical, engaging and collaborative festival for video art, in Australia and beyond.

We hope to use this recruitment opportunity to support, develop and mentor a strong emerging practitioner. In return, the successful applicant will gain experience and professional development in the field of arts marketing and festival management, and the opportunity to build community and capacity around the video art form in Australia.

Channels would like to strongly encourage First Nations applicants and applicants from culturally and linguistically diverse (CALD) backgrounds to apply. If you would like further assistance with your application please feel free to contact us.

WHO WE ARE LOOKING FOR

- An experienced and enthusiastic individual with relevant experience in marketing, communications, social media, publicity and media relations
- An avid designer, writer and communications all-rounder with a passion in accessible communications
- Someone who is passionate about contemporary video art and its board-ranging applications and contexts
- Reliable, open-minded and exceptionally organised
- Flexible work hours and can commit to regular meetings
- Works well independently and able to contribute to a small but passionate team

RESPONSIBILITIES

- Develop, Deliver and Evaluate the Communications Strategy and Action Plan for Channels 2017
- Develop and Implement the branding strategy and online content strategy for Channels 2017
- Manage Channels' social media platforms
- Manage and maintain media relationships and partnerships
- Lead the vision and development of the Channels 2017 festival website
- Management of Channels' marketing team: Marketing co-ordinator, Digital content producer and Interns
- Liaise with publicist before and during the festival
- Liaise with artists, curators, presenters and programming team in managing marketing materials
- Manage and Evaluate audience analysis from Channels 2013 and 2015 festivals

- Undertake other tasks assigned by General Manager and Artistic Directors.
- Contribute to an organisational culture that is supportive of emerging artists and arts workers, and a respectful, culturally diverse environment.

KEY SELECTION CRITERIA

- Excellent written and verbal communication skills
- Experienced in operating CRM / WordPress, MailChimp, and/or other database management systems
- Experienced in social media management platforms including Hootsuite, Facebook Business and Twitter analytics, and efficiency in using Google Analytics.
- Proven ability to work efficiently in a collaborative creative environment, with the ability to work independently
- Experience in digital content production including blog management, design and other digital content such as video and photography
- Excellent skills in Adobe Creative Suite highly desirable
- Experience/ Tertiary Qualification in media and communications desirable.
- Proven knowledge of contemporary video art/ screen-media/ moving images desirable.

APPLICATION

Please send us a cover letter addressing the Key Selection Criteria (1 page maximum) and your CV to hello@channelsfestival.net.au

APPLICATION DEADLINE: 16 December 2016, 5pm

Shortlisted applicants will be asked to attend interviews in the week of 2nd January 2017.

For more information, please contact us at hello@channelsfestival.net.au