



POSITION DESCRIPTION COMMUNICATIONS CO-ORDINATOR

Reports to: Communications Manager
Reports: None
Type: Full time

ROLE PURPOSE AT PICA

From 2019, the Communications team will push PICA into a leadership position in the digital arts arena, ensuring our visitors are engaged long before or after their visit to the gallery and performance space.

The Communications Coordinator is a newly expanded role tasked with refining our inputs (developing and streamlining internal processes) to improve our outputs (consistent, reliable messaging and content that is of interest to our broad and increasing audience).

PICA requires this position to explore and initiate deep connections with our audiences who may be first-time visitors, tourists, regulars, fanatics, artists, students, teachers, industry peers, sponsors, funding representatives, donors, potential supporters, or a combination of any of these attributes.

The role is designed for a mid-level arts marketing specialist. Our ideal Communications Coordinator comes to us with at least three years experience in an arts marketing role, can manage (carry out and be responsible for) several projects at once, and can translate PICA's contemporary programming into equally courageous strategies that have content creation and effectual writing at their core.

ROLE STATEMENT

The Communications Co-ordinator will work closely with the Communications Manager to deliver the overall Communications Strategies, with major areas of responsibility being in marketing, audience development and media relations.

The Communications Coordinator will be responsible for PICA's communication channels, with a focus on the current and anticipated digital presence. They will be able to develop and project manage the planning production and distribution of content for use across the organisation.

KEY RESPONSIBILITIES

Marketing

- Implement the organisation's digital marketing plan, undertaking activities including the production of eDMs, social media campaigns and online listings
- Work with the programs team to build events for sale through our ticketing system (includes maintenance of live events and providing regular reports).
- Oversee and maintain the organisation's online presence including PICA's website and social media platforms (Facebook, Twitter, Youtube, Instagram)
- Generate high quality, versatile and engaging content including copy, images and video for online use
- Implement audience and artist surveys and collate audience data for internal and external use
- Stewardship of partnership and supporter acknowledgements for all marketing activities including logo, text and verbal attributions
- Work with the Director, Communications Manager and Development Manager to produce direct communications to PICA's donors in support of the Donor Communications Plan
- Preparation of wrap-up project reports for internal and external stakeholders
- Where required, assist the Communications team to produce printed publications and materials including PICA's Annual Report, program guides and room sheets, flyers, posters, catalogues etc

Media Relations

- Prepare and distribute media kits and respond to image and interview requests
- Provide support in managing media requests as required

Audience Development

- Contribute to project strategies to develop audiences in the building and online
- Manage PICA's CRM database including segmentation and maintenance and segmentation of records
- Generate and manage distribution lists for invitations and targeted communications
- Identify and coordinate outreach and cross-promotional opportunities
- Build relationships with industry peer organisational and special interest groups

Administration

- Under the direction of the Communications Manager, prepare and distribute project reports for internal and external stakeholders
- Maintain and contribute to the Communications team systems and schedules
- Contribute to the development and implementation of new processes and systems

Other

- Undertake any other duties, which might reasonably be deemed to be within the scope of the role and having regard for the skills and qualifications relating to the role
- Represent PICA by attending relevant meetings and information sessions with arts, media and business industries, government partners and funding bodies

PICAs COMMUNICATIONS COORDINATOR WILL :

- Have experience in the arts, ideally within visual and/or performance arts
- Possess a genuine passion for creating change through marketing
- Be a confident and versatile writer and content creator
- Have excellent communication and interpersonal skills
- Be goal-oriented, with a drive to achieve tangible results
- Subscribe to PICA's values of courage, creativity, inclusivity and responsiveness
- Bring their energy to a fast-paced workplace that is active all year
- Possess a no-blame, can-do attitude

TO APPLY

PICA is committed to creating a workplace that is culturally aware and is as diverse as the audiences we present to. We encourage submissions for this role from Aboriginal, Torres Strait Islander and Culturally and Linguistically Diverse applicants. We also encourage submissions from people who identify as living with disability. If at any stage of the application or recruitment process you require any accommodation please contact us.

Your application does not need to answer selection criteria. Instead we would like to receive a written response to the entire Position Description that highlights your own unique set of experiences and skills, and how they meet or aspire to the requirements of the role.

Your application should be submitted by email and include two pdf attachments:

- A written response as requested above (no more than two pages)
- A CV (no more than two pages)

For enquiries about this role or your application, please contact PICA's Communications Manager, Kira Ridders at communications@pica.org.au or 9228 6300.

Applications are due by **5pm on Monday 14 January, 2019** to Caris Harper, General Manager at business@pica.org.au