

## POSITION DESCRIPTION

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<b>Position title:</b>	Communications Coordinator
<b>Basis of employment:</b>	1.0FTE (Full Time)
<b>Location:</b>	PICA, 51 James Street, Northbridge, WA
<b>Initial term:</b>	1 year contract with the opportunity to renew
<b>Probation period:</b>	6 months
<b>Salary:</b>	\$54,000 pa plus super
<b>Reports to:</b>	Communications Manager
<b>Direct reports:</b>	None

### Key relationships:

Internal:	Designer, Philanthropy Manager, General Manager, Director, Curator, Producer, Associate Producer, Public Programs Coordinator, Learning Coordinator, Curatorial Fellow
External:	Artists, companies, publicist, web developer, Suppliers, Partners

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## **ABOUT PICA**

Perth Institute of Contemporary Arts (PICA) is one of Australia's leading centres for the development and presentation of contemporary art.

Housed in a large and striking heritage building in the heart of Perth, Western Australia, PICA is the city's focal point for those wishing to experience the best of Australian and international visual, performing and cross-disciplinary art.

PICA is both a producing and presenting institution that runs a year-round program of changing exhibitions, seasons in contemporary dance, theatre and music, live art events and a range of interdisciplinary projects.

PICA's key aim is to promote, support and present contemporary arts and to stimulate critical discussion around the arts and broad cultural issues. Providing a site for experimentation, critical analysis, discussion and debate is fundamental to its charter. PICA is known for the rigour and breadth of its artistic and engagement programs, which are carefully crafted to facilitate conversations not only between artists and audiences but across art forms, cultures and geographies.

For artists, audiences and other communities it serves, PICA is a source of inspiration, a resource, a meeting and gathering place, a provocateur and most importantly a partner in the realisation of big and new ideas.

## **ROLE STATEMENT**

The Communications Coordinator will work closely with the Communications Manager to deliver the overall Communications Strategies for PICA, with major areas of responsibility being in digital marketing, audience development and media relations.

The Communications Coordinator will be responsible for PICA's digital communication channels, with a focus on growing the organisation's digital presence. They will develop and project manage the planning, production and distribution of digital content for use across the organisation as well as measure and analyse its reach and impact. As an integral member of the Communications team, the Communications Coordinator will play a key role in bringing new audiences to PICA through audience development initiatives and supporting media relations activity.

## **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 programming teams to build events for sale through our ticketing system (includes maintenance of live events and providing regular reports).
- Drive the promotion for non-ticketed and free events including sending invitations, managing RSVPs and cross promo opportunities
- Oversee and maintain the organisation's online presence including PICA's website and social media platforms (Facebook, LinkedIn, Twitter, Youtube, Instagram)
- Generate high quality, accurate and engaging content including copy, images and video for online use
- Track and analysis the organisation's Google Analytics performance and SEO advertising
- Generate briefs for contracted photographers, videographers, editors and transcribers and translators
- Implement the surveying of audiences and artists via Culture Counts and collate survey results in forms suitable for internal and external analysis and reporting
- Support the stewardship of partners and supporters by ensuring relevant acknowledgements for all marketing activities including logo, text and verbal attributions
- Work with the Director, Communications Manager, General Manager and Development Manager to produce direct communications to PICA's donors, sponsors and funders in support of PICA's Stakeholder Communications Plan
- Prepare wrap up packs and final project reports for internal and external de-briefs and reporting
- Where required, assist the Communications team to produce printed publications and materials including PICA's Annual Report, program guides and room sheets, flyers, posters and catalogues

### Media Relations

- Collate and distribute media kits and respond to image and interview requests, as required
- Support the Communications Manager and Publicist in generating media coverage including online listings and cross promos

### Audience Development

- Contribute to the development of strategies to build audiences on-site, off-site and online
- Manage PICA's CRM database by adding, updating and segmenting records for communications purposes

- Generate and manage distribution lists for invitations and targeted communications
- Identify and coordinate partnership and cross-promotional opportunities
- Build relationships with industry peers and special interest groups

#### Administration

- Contribute to the maintenance and development of Communications processes, systems and schedules

#### Other

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

### **SELECTION CRITERIA**

#### **ESSENTIAL:**

1. Minimum 3 years' experience in an arts marketing role
2. A genuine passion for creating change through marketing
3. A comprehensive working knowledge of social media assets, Google Analytics and WordPress
4. Demonstrated experience in creating and delivering digital marketing campaigns
5. High quality and engaging copy writing skills for visual and performing arts and the ability to adapt style depending on the audience
6. Excellent verbal communication and interpersonal skills
7. Goal-oriented, with a drive to achieve tangible results in a fast-paced workplace that is active year-round
8. A no-blame, can-do attitude
9. Current driver's licence

#### **DESIRABLE:**

1. Strong understanding of the Western Australia arts sector
2. Tertiary qualifications in marketing or relevant field
3. Photography skills
4. Working knowledge of Adobe Creative Suite

## 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 should be submitted by email and include two pdf attachments:

- A written response to the above selection criteria (no more than two pages)
- A CV with two current references (no more than two pages)

For enquiries about this role or your application, please contact PICA's Communications Manager, Ryan Sandilands at [communications@pica.org.au](mailto:communications@pica.org.au) or 9228 6300.

Applications are due by **5pm on Thursday 28 October 2021** to Georgia Malone, General Manager at [jobs@pica.org.au](mailto:jobs@pica.org.au)