

Denmark Arts Council Employment Opportunity

Communications and Public Relations



Denmark Arts Council Inc.
The Artshouse
2a Strickland St
Denmark, WA, 6333
(08) 9848 3623

www.denmarkarts.com.au
www.denmarkfestivalofvoice.com.au

Communications and Public Relations

We are looking for a highly organised, excellent communicator to coordinate and deliver organisational communications, audience development and marketing activities across Denmark Arts and the Denmark Festival of Voice. The position is responsible for the marketing of all Denmark Arts activities, events and festivals, with the predominant work being the Marketing of the Denmark Festival of Voice.

The position is offered to average 4 hrs a week across the period, with an additional 250 hours for the Denmark Festival of Voice, which includes approximately 50 hours for mentoring a Festival youth marketing officer. The position is supported by the Denmark Arts team.

Essential Criteria

- Demonstrated experience in a relevant field (arts administration, marketing, communications, public relations, media)
- Excellent ability to communicate effectively and work as part of a team
- High level organisational and time management skills with strong attention to detail
- Demonstrated ability to undertake autonomous work to achieve measurable goals
- High proficiency in using digital platforms
- Ability to work under pressure with tight timeframes
- Demonstrated skills in producing written material suitable for public dissemination

Desirable Criteria

- Proficiency with design software and aptitude for basic design
- Experience with marketing festivals and/or arts events
- Experience in/and or passion for regional arts and community
- Experience in interpreting and delivering on sponsorship and funding body requirements

Denmark Arts Council

Job Description: Communications & Public Relations – Denmark Arts & Denmark Festival of Voice

Reports to: Denmark Festival of Voice Manager/Artistic Director

Hours: 4 hrs/week with additional hours leading into core events

Additional Hours: Denmark Festival of Voice – Jan-June 2021: total 250 hrs, which includes mentoring of a festival youth marketing officer (approx. 50 hrs)

The position is responsible for the marketing of all Denmark Arts activities, events and festivals, with the predominant work being the Marketing of the Denmark Festival of Voice.

- Ensure Denmark Arts brand and style is implemented across all areas of the organisation's communications and marketing
- Develop and oversee implementation of Marketing Plans for each of the major core projects: Denmark Festival of Voice, Brave New Works, Denmark Arts Markets and Denmark Arts as a whole
- Develop and coordinate the production and distribution of all media and promotional materials
- Coordinate and execute the development of marketing concepts, design, production and distribution for all programs in liaison with the AD
- Design simple posters, advertisements and programs (training provided)
- Coordinate and deliver audience and membership communications including digital (website, social media, e-newsletters, invitations)
- Ensure websites and social media are regularly updated and generating content
- Coordinate and execute public relations campaigns and communication requirements
- Administer development, fundraising and sponsorship communications
- Contribute to, and deliver, organisational audience development and community engagement plans
- Initiate new marketing ventures and opportunities
- Write Marketing Implementation and evaluation reports for funding bodies, sponsors, donors and other key stakeholders
- Contribute relevant material for applications to funding bodies, sponsors, donors and other key stakeholders
- Develop and use appropriate tracking tools for collection and collation of all marketing/promotional materials
- Collect and maintain statistical reporting and KPI's for communications and audience
- Ensure projects and events are adequately and appropriately documented
- Ensure compliance with funding body/sponsorship contracts in relation to appropriate acknowledgement and logo placement on all marketing material
- Manage the marketing budgets for all projects and the organisation