



## **Communications Officer**

### **Position Description**

The Communications Officer (CO) works closely with the Executive Director, Office Manager, Project Officers and Arts Upper Hunter Board as a communicator in a range of platforms on key projects and general communications outcomes, including our fast-evolving online needs.

Specifically, the CO will be working on the Liddell WORKS creative program, the Arts & Cultural Trails project, and the Arts Upper Hunter website, creating dynamic content and facilitating great communications with the Arts Upper Hunter region.

### **Background**

Arts Upper Hunter (AUH) is a small not-for-profit organisation, the peak arts and cultural organisation within the Upper Hunter region of NSW. AUH has been in operation since 2003. Core funding is provided by Create NSW and the partnership of four local government areas, currently: Dungog, Muswellbrook, Singleton and Upper Hunter. Individual project funding can come from a range of sources.

AUH facilitates the development of arts and cultural projects and initiatives across the whole region, contributing to a rich cultural landscape and increasing participation in creative activities. We play a vital role in building cultural community engagement through advice and advocacy, programs and projects, capacity building, and through forging key partnerships and networks throughout the region.

### **Contract, Hours, Flexibility, Travel**

This position is for 14 hours a week, working flexible hours, for six months.

There is a 3-month probationary period.

Some travel around the region will be required, via the CO's own transport. The CO will be reimbursed according to the rules and at the rate advised by the Australian Tax Office.

Some evening and weekend work may be required. Time Off In Lieu is offered, to be taken soon after any extra hours are worked, preferably within a month.

### **Organisational Relationships**

Reports to: Executive Director Arts Upper Hunter

Works with: Office Manager Arts Upper Hunter, Project Officers Arts Upper Hunter, other contractors, stakeholders, community.

## **Desirable Qualities of the Communications Officer**

The Communications Officer is someone who is keen to be part of a small, dynamic arts organisation based in the Upper Hunter region of NSW and has a way with images and words in the online world.

The CO is likely to have some familiarity with the Arts Upper Hunter region, and the ability to deepen and widen that knowledge. The CO is comfortable working from home, in our Muswellbrook office, and on the road throughout the region.

The CO will have problem-solving skills, an ability to work in a team or unsupervised, work on simultaneous projects and within tight timelines, and have a good knowledge of and ability with communications and social media.

The CO must demonstrate good interpersonal skills, and computer skills with a proficiency in online content such as websites and social media platforms.

## **Duties & Responsibilities of Communications Officer (CO)**

### **Marketing and Communications**

For current programs, the CO will be at the centre of Arts Upper Hunter's online presence and social media, including:

- Working with the team on the Liddell WORKS creative program to furnish our web page, confer on our YouTube channel, and keep an active social media presence, in collaboration with the artists and other contracted workers (eg videographer and photographer).
- Working with the team on the Arts and Cultural Trails project to help develop content for the website and for stakeholders across the region.
- Working with the team on other events such as the Here Now & Always Aboriginal Art Festival & Market.
- Working with the team on redevelopment of the AUH website.
- Contributing to AUH's eBulletin ArtSparks, website, email campaigns and social media, and checking that information is accurate and current.
- Other communications duties such as preparing media releases and advertisements, invitations, social media updates, and other material as needed.
- Support other AUH team members in effective digital communications and promotions.

### **Core Program Support**

The Communications Officer may also be given some small projects to assist with or develop themselves, under the guidance of a Project Officer or another staff member, such as our Digital Activation program, Touring Program or Professional Development Program.

### **Other Activities**

Working closely with the ED and others, the work can also include these duties:

- Contribute to future planning of Arts Upper Hunter.

- Contribute to project documentation and reporting, which may include the collection of testimonials, data, images, video, audio, documentation and feedback.
- Support events “on the ground”.
- Develop communications and promotion initiatives that aim to put local arts events, artists and creative practitioners in the spotlight.

### **Key Competencies**

- Proactive, energetic, enthusiastic, well presented
- General administration skills in a small team environment including filing, database management, correspondence and record keeping
- Ability to communicate with diverse groups, accommodating their needs and abilities
- Excellent skills working in a digital environment including social media and Microsoft Office.
- Hold a current Australian (NSW) driver’s licence and have own vehicle with comprehensive insurance (or ready access to one)
- Must be eligible to work in NSW, and be eligible for a NSW Working With Children Check and Police Check
- **Must be keen to have fun and make a difference**

### **Enquiries:**

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