



POSITION PROFILE - Communications Officer

POSITION BACKGROUND

The Mundaring Arts Centre Communications Officer is a permanent part-time position, partly funded by grants.

POSITION IDENTIFICATION

Position Title: Communications Officer

Last Updated: December 2017

Reports to: Director

Contract: 6month probation, contract reviewed annually

Hours: 22.5 hours per week

Position salary range: \$57,000 - \$68,000 (pro rata)

Superannuation: 9.5% of gross salary

FUNCTION OF THE POSITION

To strategically manage communication activities with artists, stakeholders and the media to develop the public profile of Mundaring Arts Centre (MAC).

The Communications Officer reports directly to the Director and collaborates with all MAC staff to conceptualise, develop and publish innovative, clear and compelling communications (print and digital). The Communications Officer works in partnership with MAC's external Communications and Marketing Officer to celebrate, build and promote the MAC program and brand.

POSITION DESCRIPTION

The Communications Officer will be responsible for delivering comprehensive communication activity across all media platforms whilst developing and maintaining quality relationships with stakeholders, media, artists, staff, volunteers and the public.

KEY RESPONSIBILITIES

- Manage communication activities, schedules, data and content;
- Proactively generate and maintain content for MAC communications channels including website, social media, e-newsletter;
- Write media releases, engage journalists and manage artist / media interviews in the lead up to public presentations of artistic work;
- Work with staff to manage the profile of each of MAC's programs and generate PR opportunities;
- Collect, edit and collate high quality and engaging promotional material including stories and imagery;
- Identify media opportunities and assist in the development and implementation of comprehensive media and communications strategies to build awareness, interaction and engagement;
- Develop and maintain a consistent approach to language, brand and design for use across communications;
- Develop and promote MAC's online presence through the maintenance of social

KEY RESPONSIBILITIES CONTINUED

- networks, listings and other electronic marketing as appropriate;
- Manage key relationships with designers, printers and media;
- Ensure positive relationships and provide professional services through shared office / customer service roles;
- Strive to achieve MAC's vision in line with the Strategic Plan;
- Ensure that services are operated and managed within the budget;

PERFORMANCE MEASURES

- Prioritizes and performs all duties in a time effective manner
- Meets all agreed deadlines
- Demonstrates initiative in problem solving
- Provides accurate, relevant, engaging and reliable information and reports
- Communicates with staff, colleagues, members and clients in a manner that supports the values of the organization
- Contributes constructively to team planning and development
- Provides support in shared customer service roles as required
- Maintains positive / productive relationships and administrative systems

EXTENT OF AUTHORITY

The Communications Officer is required to exercise initiative, judgement and creativity and liaise directly with the Mundaring Arts Centre Director.