

our hidden catalyst



MARKETING & PUBLICITY COORDINATOR

hillsceneLIVE

Contract Role

June 2018 – November 2018

Based in the Dandenong Ranges, VIC

About hillsceneLIVE

hillsceneLIVE is an artist development program that culminates in an experimental live art festival held in the Dandenong Ranges on 17th & 18th November. 2018 will see the **7th iteration** of the program, having developed from a 4-hour event in 2014. The theme for this year is *Our Hidden Catalyst*.

We currently have a 3 year partnership with Birdsland Reserve as our site, 4-year partnership funding through Yarra Ranges Council (2018-2022), and a funding partnership with Creative Victoria for 2018.

We support artists in the creation of new works through presentation outcomes, professional development and other assistance that feeds into their practices. We ask for risky work, for artists to test new ideas, to push the boundaries, to be bold and brave.

Our work is done together - we learn and teach each other as we go - and this is a unique opportunity to be a part of an independent arts project that values collaborative practice in a deep way.

We invest in and develop new processes, structures and methodologies, working to shape artistic and cultural landscapes into the future.

hillsceneLIVE consists of:

- a 9 month professional development program for artists, including incubator sessions, workshops and satellite events
- a Creative Leadership Program, supporting practitioners through hands on experience in a live art festival framework, Professional Development opportunities, and mentorship
- a 2 day festival, to be held 17th & 18th November 2018 at Birdsland Reserve, Belgrave Heights

hello@hillscenelive.com

inspired by the brave // excited by the bold

POSITION DESCRIPTION

In collaboration with the festival team, the Marketing & Publicity Manager will:

- Experiment and play to design and implement an ongoing marketing strategy for hillsceneLIVE
- Be primarily responsible for managing the publicity and media relations of hillsceneLIVE, identifying and engaging with all media outlets - local, statewide and nationwide
- Write and edit copy for media releases, invitations and strategic communications documents
- Prepare and deliver ongoing engagement with current and potential audience and interested parties (via mailing list etc.)
- Maintain hillsceneLIVE's digital presence, including the website and social media platforms
- Work with relevant team members and interns to develop and implement audience research and feedback measurement initiatives
- Work in collaboration with festival partners, funders, stakeholders to ensure partners are acknowledged in media and marketing activities
- Maintain records that are detailed and accessible including measuring and reporting performance of marketing activities
- Attend regular team meetings as required at Birdsland Reserve
- Other publicity and audience development tasks as required

KEY SELECTION CRITERIA

- Knowledge and experience of media and marketing strategy development, planning, implementation and evaluation
- Creativity and flair for experimentation and play within a marketing/arts context
- Experience identifying opportunities and obtaining media coverage across multiple platforms, including print and online
- Exceptional written and verbal communication skills
- Ability to work in both a collaborative team environment and autonomously
- Strong planning, time management and organisational skills with excellent attention to detail
- Ability to manage multiple tasks and work to deadlines
- Awareness of issues and concerns relevant to the artistic community and arts audiences
- Strong IT skills including working with web content management systems, email delivery systems and social media platforms
- Access to a computer with reliable internet connection

OTHER DESIRABLE SKILLS AND EXPERIENCE (*please only respond to applicable criteria*)

- Experience in strategic communications and audience development
- Experience identifying and seeking sponsorship opportunities

- Experience working for festivals and/or other arts organisations
- Interest and enthusiasm for the arts in all its forms

HOURS OF WORK

- Approx. 4 hours of work a week from June – November, with a few hours wrap up after the festival.

LOCATION

- Meetings will mostly take place at **Birdsland Reserve, 271 Mt Morton Rd Belgrave Heights**
- The majority of work will be based from home, but there is access to office space at the festival site.

SALARY & CONDITIONS

- This position is a part-time contract role with hours negotiated based on work required
- All hillsceneLIVE team contribute a reasonable amount of their time in-kind. This allows the festival to maximise resources. We totally understand if that's not for you but we want to be upfront about the commitment required.
- Contract fee will be between \$1500-2000.
- The role has the possibility of being extended, pending funding.

APPLICATIONS

If you need the above information in a different format, please contact us via hello@hillscenelive.com

Please apply with a cover letter telling us about yourself (1 page), a statement addressing the selection criteria (2 pages max) and a CV of your relevant experience. Applications are due 11:47pm on Wednesday 16th May 2016. Email your application as 1 document to hello@hillscenelive.com with your name and "Marketing and Publicity Coordinator Application" in the subject line.

Applications from people with a disability and Aboriginal and Torres Strait Islander people are strongly encouraged.

Applications from people living interstate will be considered but applicants will need to cover their own travel and accommodation costs, be available regularly via Skype and for at least 3 in person meetings in the lead-up to the festival.

If you have any questions or would like to chat about hillsceneLIVE, please don't hesitate to contact us! Send through an email, request a phone call, or set up a skype conversation.

We look forward to hearing from you!

Check out our website here: www.hillscenelive.com
Find us on facebook & instagram: [@hillscenelive](https://www.facebook.com/hillscenelive)