

## **This Is Not Art 2007**

### **Position: Publicity Co-Ordinator**

#### **Purpose**

Since 1998, the Octapod has been the host body for the This Is Not Art festival (TINA), although it was not titled as such until 2000. TINA is a festival of emerging and independent culture. Its program includes the festivals Electrofringe, Sound Summit, National Young Writers' Festival, and Critical Animals, and the projects TIN Radio.

The selected applicant will assume the role of Publicity Coordinator for This Is Not Art festival promotions. The festival will be held from Thursday 27 September until Monday 01 October 2007.

#### **Rationale**

The promotion and publicity of the festival requires a Coordinator with specific expertise and experience in the planning and delivery of marketing campaigns for arts events, an understanding of the festival's unique character and its audience and an ability to work alongside TINA-org, the planning body of the festival.

#### **Management**

The Publicity Co-ordinator will report to the This Is Not Art Festival Co-ordinator. The Publicity Officer will work alongside TINA-org and facilitate a Publicity Team of Media Liaison (Local, Southern & Northern) in the planning and delivery of the festival marketing campaign.

#### **Expectations**

Under this contract the activities of the Publicity Co-ordinator will include:

- Work to the time line set by the Festival Co-ordinator
- Research and draft a marketing plan for the festival
- Work to an allocated Publicity Budget
- Provide advice, feedback and assistance with Publicity related information in relation to Festival funding applications and opportunities
- Plan, set and convene Publicity Team specific meetings throughout the year
- Facilitate the Publicity Team – Local Media Liaison, Southern Media Liaison, Northern Media Liaison
- Coordinate and assign duties to volunteer Media Liaisons
- Research and Draft media releases
- Distribute media releases
- Draft web content

- Assist in the production of festival promotional material including the festival program
  - Confirm media sponsorships with bodies recognised in the marketing plan
  - Liaise with media partners
  - Confirm advertising schedule with media partners
  - Provide advertising schedule to the Festival Designer in a reasonable time frame
  - Attend to festival media enquiries
  - Alongside the Festival Co-ordinator, coordinate the festival launch
  - Where possible, attend TINA-org meetings
  - Assist with the collection of relevant festival statistics for use in future publicity and promotions, as well as for funding opportunities
  - Be based and available in Newcastle for the entire TINA Festival period over the five days including October long weekend
  - Report any incident that arises from publicity operations to the TINA Festival co-ordinator within an appropriate time frame
  - Report monthly on this activity to the Festival Co-ordinator
  - Collate festival articles, advertisements, interviews and reviews and complete an analytical Publicity Report due 30 November 2007.
  - Conduct all tasks in a professional manner
- **Personal Attributes**
    1. Arts savvy
    2. Innovative thinker
    3. Positive attitude
    4. Creative marketer
    5. Intelligent communicator

**General criteria for all 'This Is Not Art' positions**

- Self-motivation
- Appreciation and understanding of the culture of This Is Not Art
- Ability to work as part of a team
- Ability to work within a limited budget and negotiate best options with limited resources
- Demonstrated ability to plan and achieve tasks within a set timeline
- Ability to delegate tasks
- Ability to work under pressure
- Ability to manage and account for finances and budget
- Ability to work with volunteers
- Ability to liaise with external stake holders
- Ability to seek funding and sponsorship