

THIS IS NOT ART

Thursday 30th September- Monday 4th October 2010

Media Coordinator: Position Description

Background

Applications are now open for a skilled arts marketer to coordinate publicity for one of Australia's most prominent and diverse annual media and arts festivals. Held in Newcastle, Australia from 30 September - 4 October 2010, This Is Not Art (TINA) is an annual national festival of emerging and independent arts and new media practitioners.

Dedicated to the showcase and exploration of the more niche, unusual and unpredictable concepts, This Is Not Art is a performance space, and a convergence point for communities of creative people from Australia and abroad.

The Media Coordinator will work with TINA festival directors to develop and deliver the festival marketing plan, securing media coverage and raising awareness of the festival across Australia. The Media Coordinator will also seek out and negotiate partnerships with festivals, arts organisations and sponsors to extend the festival's reach into new communities and demographics. It's an amazing opportunity for you to get involved in a vibrant, independent national festival, meet amazing people, develop your skills - everything except get paid!

Applicants must demonstrate excellent communications skills, an ability to self-motivate, plan and achieve tasks within a set time frame, the ability to establish and sustain successful relationships, experience working with festivals/arts organisations and in promotion/publicity.

Duties

1. Research and draft a marketing plan for the festival
2. Work to an allocated publicity budget
3. Coordinate Editorial media outreach
4. Draft and develop promotional material
5. Network with target community
6. Communicating TINA messages to target audiences
7. Reporting on public relations activities
8. Management of the publicity teams activities
9. Draft web content
10. Produce and distribute media releases
11. Assist in the production of festival promotional material
12. Confirm advertising schedule
13. Seek out potential media sponsorships
14. Respond to festival media enquires
15. Attend TINA org meetings
16. assist with the collation of relevant festival statistics for use in future publicity and funding
17. Report publicity incidents to the festival coordinator
18. Collate festival articles, interviews, reviews and all other media along with a publicity report at the completion of the festival

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

Timeline

Contract from June – November 30th 2010: Festival runs 30 September – 04 October 2010.

This position will be expected to work a minimum of 4 – 6 hours per week in the lead up to the festival. In the week prior, and during the festival this position will be full time. There will also be a further 12 hours of work post festival for debriefing and reporting.

Meeting Attendance/Liaison

The Media Coordinator will report to the Festival Director of This Is Not Art. The Media Coordinator will work Media Coordinator will facilitate a publicity team of Melbourne Publicist, Brisbane Publicist and Student Media.

Work Allocation

The Media Coordinator is able to work from their own office space.

When / if based in Newcastle, an office space can be made available at the Octapod.

Contract Fee

This position attracts a contractor's fee of \$1000, including a negotiable stipend to cover expenses over the long weekend of the festival.

You will be contracted through the Octapod Association ABN: 78 817 017 065 .

Benefits

- A basic stipend is available to cover costs during the Festival, in addition to the contractor fee
- Experience working with an internationally recognised festival
- Opportunities to extend networks and to build new connections for future projects

Related Background Information Weblinks:

<http://octapod.org/>

<http://thisisnotart.org/>

<http://electrofringe.net/>

<http://soundsummit09.musicnsw.com/>

<http://youngwritersfestival.org/>

<http://criticalanimals.org/>

<http://cracktheatrefestival.com/>

How to apply

Email admin@thisisnotart.org with the position title and your name in the header.

Send:

- Up-to-date CV detailing your Media Coordinating experience
- Cover letter outlining how you fit the bill and why you want the gig.

Or send hard copies to: Simone Sheridan : This Is Not Art: 3/231 King Street: Newcastle, NSW, 2300

Applications Close: 5pm Monday 24th May 2010

The Media Coordinator will be selected by the organising group for This Is Not Art.

