

Guidelines – Mentorship Program 2019

The Marketing Mentorship is a free professional development opportunity for one presenter on the Lotterywest Shows on the Go tour for Purple People Show.

The mentorship is designed to build the marketing capacity of a regional presenter to develop their digital marketing skills for arts activities.

Eligibility

- The mentorship is open to one regional organisation presenting Purple People Show by Zap Circus as a part of Lotterywest Shows on the Go.
- The organisation receiving the mentorship can nominate either one or two individuals within their organisation to receive the mentorship.
- The mentee(s) have administrative access to the organisation’s social media platforms, including permission to access social media analytics and the ability to approve and post content independently.
- The mentee(s) is committed to attend five one-hour teleconference sessions between March and April 2019, in addition to a one-hour evaluation session following the presentation Purple People Show.
- The mentee(s) have access to adequate IT infrastructure, including reliable broadband and a computer capable of running GoToMeeting sessions.

Dates

Activity	Date
Expression of Interest open	Monday 4 February
Expression of Interest close	Monday 11 February
Notification of assessment	Friday 15 February
Consultation with selected mentee organisation	Monday 18 February
Proposed program dates	Weeks of 4 March – 1 April
Evaluation session	May / June

Criteria

Expression of Interest will be assessed against the following criteria:

1. Demonstrated level of marketing skills and/or understanding
2. The organisation has an active and ongoing arts presence in the community
3. Presence on social media on at least one platform (Facebook, Twitter, Instagram)
4. Capacity to devote at least 1 hour a week towards marketing sessions for 6 weeks
5. Capacity and ability to apply marketing learnings towards the Lotterywest Shows on the Go presentation of Purple People Show (including access to social media, fluid approval process and capacity to create content)
6. Adequate IT (hardware + broadband) for GoToMeeting and screenshare for mentoring sessions

Writing the Expression of Interest

- The expression of interest is to be completed via the form found at the Country Arts WA website: <https://www.countryartswa.asn.au/marketing-mentorship-2019>.
- You can save your expression of interest and return at a later time by clicking the **Save and Continue Later** button.
- You must fill out all the questions in this form in order to submit your expression of interest. If there are any problems with your expression of interest, it will not be submitted and any issues will be highlighted. Once you have made the corrections, click **Submit** again.
- **Expressions of interest cannot be received after 11.59pm on the closing date.** Make sure you leave enough time in case you have to make corrections.

If you have concerns about submitting an expression of interest online, please contact Country Arts WA as soon as possible.

All feedback and advice provided by Country Arts WA staff is given in good faith and with the best intentions. Country Arts WA, however, takes no responsibility for the manner in which advice is interpreted or the content of the final expression of interest.

Assessment

Expressions of interest must be submitted by 11.59pm Monday 11 February 2019.

Country Arts WA staff will assess the expression of interests after the closing date and notification of results will be given by Friday 15 February 2019.

Privacy

The information you provide may be used for reporting and promotional purposes. By submitting an expression of interest, you are also providing permission for this personal information to be used in this manner.

Country Arts WA will use your expression of interest to gather statistical information. This information will enable the analysis of trends and be used to advocate and lobby government for increased support for regional arts and cultural development.

Contact

If you have any queries about your eligibility for this program, the content of the program or its delivery, contact Country Arts WA's Communications Team. The Communications Team can be contacted by:

Phone: 08 9200 6200

Freecall: 1800 811 883

Email: info@countryartswa.asn.au