

ORGANISATION PROFILE

Regional arts have the power to change lives.

Creative expression, active engagement and shared understanding are fundamental to vibrant and healthy communities. A sense of connection to place or group and the desire to explore our understanding and give voice to this connection are fundamental building blocks to well-being and happiness.

Established in 1994, Regional Arts WA is the State's only multi-arts organisation with a purely regional focus.

Our ongoing challenge is finding ways to coordinate resources and opportunities for as many regional communities and artists as possible – championing the world-class work already happening and helping to unearth and develop further work.

PURPOSE AND VISION

Regional Arts WA celebrates and strengthens a powerful regional arts sector to contribute to connected and creative regional communities.

VALUES

TRUSTED We are approachable, listen with respect and respond reliable and honestly. We strive for continuous improvement and accountability.

BRAVE We expect change and are a catalyst for positive adventure. We challenge disadvantage to make courageous, regions-first choices.

CURIOUS We question everything we do for relevance: actively seeking diversity and innovation. We value unique experiences.

INVOLVED Relationships are fundamental. We are open with information, consult where possible, pursue partnerships and collaborate when relevant.

KEY STRATEGIES

- 1 Champion diversity and inclusiveness
- 2 Stimulate activity and investment across a broad range of arts practice, practitioners and participants
- 3 Advance understanding and application of the value of regional arts
- 4 Build existing strengths in skills and wellbeing
- 5 Coordinate a multitude of networks and relationships

POSITION PROFILE

Position Title	Communications Assistant
Location	King St Arts Centre, Perth
Hours of Employment	Full time – 37.5 hours per week
Salary Range	\$45,000 - \$55,000
Superannuation contribution	Minimum 10% of gross salary
Performance Assessment	Initial six months (April 2020), then annually
Reports to	Program Manager M2
Direct reporting staff	Nil
Position Profile last updated	October 2020

Specific terms and conditions of service are detailed in the formal and binding contract of employment signed by the Communications Assistant and CEO of Regional Arts WA.

PURPOSE OF THE POSITION

The Communications Assistant is a full-time position financed through Amplify income aligned with a time-limited Project Funding Agreement. The position is based in Perth but may entail regional travel.

The Communications Assistant works closely with Program Manager M2 and the Communications Officer to ensure best practice communications responsive to the needs of the regional arts sector and to the Values of the organisation. The position provides communications and administrative support to all staff to satisfy the key strategies of the organisation and achieve its long-term Goals:

- **Regional communities cherish regional creativity**
 - We support inclusivity in regional communities - where a diversity of voices, artforms and arts practitioners are valued.
 - We advocate for active local ownership over the development and stimulation of regional arts and cultural policy and programs.
- **Regional arts are in demand**
 - We support regional arts practitioners in the creation of vibrant, inspiring art.
 - We advocate for increased exposure and recognition of locally relevant, globally aspirational regional events and activities.
- **First Nations arts and cultures are embedded in our lives**
 - We support First Nations arts practitioners and communities to celebrate and connect all Western Australians with First Nations arts and culture.
 - We advocate for the importance of First Nations peoples' self-determination, cultural authority and leadership and champion the Uluru Statement From the Heart.
- **A thriving regional arts sector**
 - We support connected, well-governed and sustainable regional arts organisations contributing to a healthy arts ecology.
 - We advocate for the ongoing journey of young regional arts practitioners/leaders as the future of our sector.

The Communications Assistant must be collaborative and self-motivated and have a passion for marketing as well as demonstrated experience in social media platforms. They should demonstrate the desire to work well with the breadth of people working in and around Regional Arts WA, including the Board of Directors, the Management Team, fellow staff, and the many regional people who initiate, coordinate and participate in Regional Arts WA activities.

FUNCTION OF THE POSITION

Assistants will be primarily responsible for the delivery of a suite of identified Activities according to four key agreed documents for each Activity - a Logic Framework, Budget, Timeline and Risk Management Plan.

As befits a more flexible and leadership-oriented organisation, each member of staff will also share administrative and communication duties alongside accountability for the delivery of their individual suite of Activities. Staff may also be asked to assist in the delivery of other Activities where appropriate (only after workload and skills consideration).

Your identified suite of Activities are:

1. Promote organisation brand, assigned Activities and celebrate regional arts sector
2. Contribute to timely reporting and contractual obligations to relevant stakeholders
3. Respond to administrative tasks and sector interactions efficiently and effectively
4. Contribute to sector leadership and positive organisational culture
5. Facilitate sector Social Media Takeover
6. Monitor all media exposure
7. Maintain and develop the Digital Media Electronic Record Management System
8. Maintain three core communication platforms including story collation

DELIVERABLES OF THE POSITION

Assistants will work closely with their Manager in the development of four key documents for each Activity or Project to guide and measure success and deliverables:

- Project Logic Framework
- Budget
- Timeline
- Risk Management Plan

As priorities shift and change in response to the regional arts sector's needs and individual workloads, Assistants will liaise with their Managers to accept reallocations of their own resources and deliverables across their own and other's Activities.

PERFORMANCE APPRAISAL OF THE POSITION

1. Meets all assigned Activity Timeline critical milestones
2. Ensures the financial performance of each assigned Activity meets or exceeds Budget expectations.
3. Enacts mitigation strategies to minimise identified Risks for each assigned Activity.
4. Delivers Outcomes as measured in assigned Project Logic Frameworks.
5. Completes administrative tasks and sector interactions within two working days
6. Identifies and undertakes at least one relevant professional development opportunity annually.
7. Maintains the confidence of the CEO and Manager.
8. Develops and maintains a network of professional relationships with all stakeholders and the regional arts sector.
9. Actively embraces and demonstrates the organisational Values.
10. Ensures stakeholder reporting deadlines are met through Salesforce Opportunities
11. Maintains and broadcasts our unique image, values and presence to share our success.

SELECTION CRITERIA FOR THE POSITION

- Demonstrated passion and/or experience working in marketing communications
- Demonstrated skills in the maintenance of social media
- Well-developed interpersonal, communication and problem-solving skills.
- Well-developed administrative skills, including sound computer skills.
- Ability to manage time and to prioritise tasks in order to meet deadlines whilst maintaining strong attention to detail.
- Demonstrated ability to work in a team environment, with the capacity to work unsupervised and under pressure when required.
- General knowledge of and interest in regional Western Australia and culture and the arts, community development or related sector.
- Demonstrated capacity to effectively represent and promote the organisation and its vision.
- A current C class licence
- Demonstrated understanding and appreciation of the organisational Values.
- Demonstrated understanding of marketing and branding processes.

Qualifications: Community & cultural development, arts management or the arts at a tertiary level will be highly regarded.