



COMMUNICATIONS STRATEGY COORDINATOR

POSITION DESCRIPTION AND HOW TO APPLY

Location	Level 1 The Gunnery, 43-51 Cowper Wharf Rd Woolloomooloo
Reporting to	Penelope Benton, General Manager
Working with	NAVA staff located in our Sydney office and interstate; media; key stakeholders and partners; NAVA members
Position type	Annual renewable full-time contract with a 3mo probation period
Salary details	\$65,000 pa + 9.5% superannuation + 17.5% holiday leave loading
Employment period	From Monday 5 March 2018
Applications due	12:00pm (noon) Tuesday 13 February 2018
How to apply	Applicants must follow the Application Process below. Indigenous Australians, people from culturally diverse communities, and people with disability, are strongly encouraged to apply.

NAVA protects and promotes professional practice in the visual and media arts, craft and design. We champion the artists, lead the discussions and advocate the policies that strengthen Australia's contemporary arts. For more about our Membership, Professional Development and Advocacy programs, visit www.nava.net.au.

Apply your communications strategy and media nous in this new role and propel contemporary arts onto the national agenda. This is a rare opportunity to be both hands-on and strategic, working closely with a small team for big impact on arts policy, creative practice and artists' rights.

POSITION DESCRIPTION

Communications

- Champion the brand and set the tone for all NAVA communications, ensuring consistency
- Identify the narratives for NAVA advocacy campaigns and ensure their effectiveness by segmenting their audience, selecting optimal platforms and measuring impact
- Maintain an astute political and social awareness of the context of NAVA's communications
- Document and analyse the effectiveness of all communications, media and marketing activity, generating logs and reporting as required, and apply that analysis responsively

Marketing and publicity

- Promote NAVA's Membership, Professional Development and Advocacy programs
- Implement strategies that sustain and grow NAVA's Membership and audiences
- Coordinate publicity for all NAVA activities, acting as the primary contact for media
- Coordinate media relationships, actively seeking comment and profiling opportunities
- Coordinate print collateral production and distribution
- Maintain a current and diverse media database

Writing and editorial

- Develop and maintain NAVA's website, enews, social media, with a high-quality approach to researching, writing and editing, commissioning work in collaboration with NAVA staff
- Ensure all content published by NAVA attributes artists' rights clearly and consistently with copyright requirements
- Maintain an active social media presence that engages new and existing audiences, and support NAVA staff in contributing to that presence

Shared responsibilities

- Contribute to NAVA's strategic planning and review in both formal and informal ways
- Collaborate on the production and facilitation of NAVA events
- Support the NAVA Membership responsively through phone and other queries
- Report to the General Manager on coordinating relevant budgets
- Contribute to an organisational culture of collaboration, inspiration and safe working.

SELECTION CRITERIA

1. Experience working in a publicity, communications, marketing or media advisory role in an arts, non-profit, government or political context
2. Exceptional writing, communication and presentation skills
3. Strategic acuity, with the ability to develop project and campaign plans from a company strategic plan, as well as risk-assessing that strategy responsively and rigorously
4. Initiative and drive, working both independently as well as taking direction as required
5. Ability to maintain and leverage your diverse media and arts network
6. Political astuteness, with the capacity to develop impactful yet non-partisan communications
7. A passion for supporting NAVA's work in championing contemporary arts.

APPLICATION PROCESS

1. When after reading through this document and visiting our website, you have further questions about the role, please call Penelope Benton, General Manager on 1800 046 282.
2. Your application must consist of a one-page letter outlining your interest and suitability for the role, your statement against selection criteria, a brief CV, and the names and contact details of three professional referees – emailed as a single PDF with your name and the position title as the document's name. Please keep in mind that if you don't address the selection criteria or follow the application process, we won't be able to assess your application.
3. Applications by email only should be sent to pbenton@visualarts.net.au by 12:00pm (noon) on Tuesday 13 February 2018.
4. After the close of applications at noon on Tuesday 13 February, shortlisting will quickly take place, and to be fair to all applicants, no late applications will be accepted.
5. While all applications will be acknowledged by email, only shortlisted applicants will be contacted personally. We appreciate your patience in not contacting us during this time.
6. Interviews will take place on Thursday morning 15 February at NAVA. If you already know that you are unavailable at this time, you must mention this in your covering letter.
7. This role has a start date of Monday 5 March 2018. If you already know that you are unavailable for this start date, you must make mention of this in your covering letter, and propose an alternative start date.