

EXPERIMENTA

Marketing and Communications Coordinator

Experimenta is looking for a Marketing and Communications Coordinator, part time for 1 day per week.

This is a key role that requires a level of maturity with regards to managing workloads and decision-making as Experimenta has a flexible working environment, which includes an Artistic Director based in Melbourne part time and a number of part-time staff. The ideal candidate will combine high-level communication and marketing skills with a commitment to supporting new contemporary artforms and artists.

Employment Period:	Contract-based, April 2019 – December 2019, with options for renewal
Hours:	The equivalent of 1 day (7.5 hours) per week. These hours can be worked across 1 or 2 days. The Experimenta office operates from Monday-Thursday.
Salary:	The equivalent of \$60,000 per annum, pro rata, + 9.5% superannuation. Includes 20 days annual leave, pro rata.
Reports to:	General Manager
Work team:	Artistic Director, General Manager, Curator-at-Large, Associate Curator, Exhibition Manager and Program Producer, Accounts and Office Manager, Intern, Experimenta Board, and other contracted staff.
Location:	Experimenta's office, 225 Bourke Street, Melbourne

Experimenta Media Arts – organisation overview www.experimenta.org

Experimenta is Australia's leading contemporary arts organisation dedicated to commissioning, exhibiting and promoting art driven by technology.

Since its inception in 1986, Experimenta has developed a worldwide reputation for fostering creativity that extends the aesthetic, conceptual and experiential potential of new art forms. As an organisation that continues to support new forms of contemporary practice, Experimenta is recognised as a leading hub of experimental art in Australia.

Launched in Melbourne, each Experimenta exhibition tours extensively across metropolitan and regional centres throughout Australia. As the only national touring biennial/triennial exhibition of contemporary art, Experimenta exhibitions regularly attract record-breaking audiences at regional venues.

Alongside the exhibition Experimenta's program includes site-specific interventions, screenings, performances, public programs, education projects and international exchanges. Together these programs have supported hundreds of Australian and international artists to experiment with form and push their practice into new areas.

The Role

To assist with the positioning and growth of the organisation, the role will oversee the marketing and communications activities at Experimenta, with a particular focus on social media and website redevelopment. The key focus of this role is to build the organisation's local and national profile. The successful applicant will have relevant experience in marketing, communications, social media, publicity and/or advertising, and a commitment to the arts sector.

Key focus for the role is:

- Maintain extensive and diverse media relationships both regionally and in metropolitan locations that supports the Experimenta's national tour and local programs
- Manage and refine internal systems in relation to branding and profile, including databases and style guides
- Manage redevelopment of the Experimenta website
- Manage Experimenta's social media platforms
- Deliver on the Marketing and Communications Strategy for 2019
- Coordinate the production of the end-of-year Media and Marketing Report
- Produce monthly EDMs
- Maintain media relationships and partnerships
- Liaise with artists, curators, and the Experimenta team in collating marketing and promotional content
- Contribute to a positive organisational environment

Key Selection Criteria:

- Demonstrated experience in the arts sector, with excellent written and verbal communication skills
- Demonstrated experience in the production of written communication for both internal and public audiences such including marketing and comms strategies, reports, newsletters, e-bulletins, brochures, and catalogues
- Demonstrated experience in managing website development, ongoing website maintenance, and blog design and content using Wordpress, and other database management systems such as Mailchimp and SurveyMonkey
- Experienced in social media management platforms including Instagram & Facebook, and the ability to conduct analysis utilising Facebook Business, AWA Stats, and Google Analytics.
- Strong planning and time management skills, and the ability to work independently in a creative environment.
- Skills in Adobe Creative Suite highly desirable, in particular InDesign or Photoshop.
- Proven knowledge of contemporary art, media art, or digital art is strongly desirable.

The application process:

- Enquiries should be referred to Susan Kukucka, General Manager at 03 9650 9977 or susan@experimenta.org
- Applications and CV's can be emailed to Susan Kukucka susan@experimenta.org
- Closing date for applications: **MONDAY 8th MARCH 2019**