



**ARTS LAW CENTRE OF AUSTRALIA**

## **JOB DESCRIPTION**

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**POSITION TITLE**                      Communications Coordinator

**RESPONSIBLE TO**                      General Manager/CEO

## **ROLE WITHIN ORGANISATION**

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The Communications Coordinator is responsible for coordinating the delivery of Arts Law's communications and marketing strategies including the maintenance of information and online resources.

The position is full-time Monday to Friday for 7 hours per day/35 hours per week. Generally, working hours will be 9am-5pm with a one-hour break for lunch.

A salary range of \$59,000 - \$68,500 (plus superannuation) is offered commensurate with experience. Voluntary salary packaging is available.

## **COMMUNICATIONS**

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*Implementation of communications and marketing strategies:* Work with CEO and General Manager to implement the various strategies in the communications and marketing plan with a view to increasing the profile of Arts Law's services.

*Monitor, analyse and measure strategic marketing outcomes:* Work with CEO and General Manager to set measurable marketing outcomes which are monitored, analysed and reported upon, including collating survey responses.

*Oversee the design and production of printed and electronic materials:* Including writing high quality content for the Arts Law monthly e-newsletter, media releases, and annual report as well as designing printed publications, stationery and marketing collateral for events.

*Edit, publish and manage content of website via a CMS system:* Update & edit content on the Arts Law website: [www.artslaw.com.au](http://www.artslaw.com.au) to ensure it is current, consistent, relevant and comprehensive.

*Maintenance of social media (Facebook, Twitter, LinkedIn, and Instagram):* Utilise and harness social media platforms to engage audiences.

*Coordinate effective marketing and communications of Arts Law's seminars, lectures and other events:* Provide marketing assistance for fundraising events as well as providing hands on support in the organisation and running of events.

*Assist with monthly and other reporting:* Using excel and other programs to report against organisational performance indicators.

*Production and maintenance of mailing lists and coordination of bulk mail outs:* Using Arts Law database Salesforce and MailChimp email platform.

*Support for frontline staff:* Assist Administration staff and as required.

*You may also be required to assist with general office duties.*

# SELECTION CRITERIA

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## COMMUNICATIONS COORDINATOR

### ESSENTIAL

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1. Demonstrated excellent oral and written communication skills.
2. Excellent attention to detail and ability to problem solve.
3. Ability and willingness to work as a member of a team.
4. Excellent organisational & administrative skills.
5. Ability to multi-task and prioritise the tasks at hand.
6. Marketing/Communications experience or qualification.
7. Proficiency on a Windows platform and skills and experience using a range of software packages including Microsoft Office, Salesforce (or other CRM) and CMS.
8. Professional experience developing social media content and monitoring platforms.
9. Demonstrated initiative, self-motivation and the ability to meet competing deadlines.
10. Knowledge and/or experience of desktop publishing using Adobe Creative Suite (Photoshop, Illustrator, and InDesign).

### DESIRABLE

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11. Experience using WordPress and/or Expression Engine CMS.
12. Experience collecting data using Google Analytics or similar.
13. Experience marketing events.
14. Knowledge and/or experience and appreciation of the arts.