

Media/Publicity Coordinator

The Newstead Arts Hub

Newstead Arts Hub is a creative community space established in late 2015 and located in Newstead's wonderful historic railway station building. The Hub has an active and committed group of volunteers who work to manage and develop the organisation, our venue and what we offer to our local communities and visitors.

The Arts Hub has an active program of exhibitions, workshops and events. The Arts Hub committee now is about to launch our new business plan which describes some exciting ways in which we can expand what we offer to support and nurture creativity across our local and wider communities.

The role of Media/Publicity Coordinator

We are seeking a volunteer Media/Publicity Coordinator to be part of and guide our Promotions team and work with our Programming group: these roles are described on Attachment 1.

The role of the Publicity Coordinator is twofold:

- to coordinate the promotion of the Hub and our activities using established tools – our website, monthly eNews, social media, Castlemaine/Maldon Visitor What's On and Newstead Echo – and working with other volunteers
- to progressively expand our reach and lift the Hub's profile locally and regionally by engaging with local media (newspapers, radio, television), the two Visitor Information Centres and other like-minded organisations who might share information and hard-copy or digital publicity materials.

Specific tasks that fall within this role:

- developing promotional text and images for Hub exhibitions, workshops and events using the Promotion template, working with the exhibitions and workshop coordinators who will draft content in collaboration with artists/tutors
- uploading content to Castlemaine-Maldon What's On, Get Lost and other external websites
- further developing the Promotion template/s

- planning social media promotion (execution of this task may be delegated)
- tracking promotion tasks completed on an excel spreadsheet in our Google Drive
- developing media releases, issuing and following up
- tracking/analysing the outcomes of promotional activities.

Our new Media/Publicity Coordinator will have some or all of the following skills:

- clear, concise and community/media-focused writing skills
- be organised and collaborative
- computer skills including Word, Google Workspace, and familiarity with Wordpress websites
- outward looking in relation to our audiences (locals & visitors) and engaging with the media and other like-minded organisations
- be cognisant of the skills and time commitments of the others who are part of the promotions team.

As a volunteer this role will enable you to make a tangible difference to the Hub and its community, to extend your local networks, to use and build your skills in promotion and media relationships, and the opportunity to be part of an exciting new stage in the development of the Hub.

This role is important to the Hub's development and our Media/Publicity Coordinator will need to be able to commit about four hours per week to this role. You will report directly to the Hub Committee's chair, who is also a member of both the Promotions Team and the Programming Group. As a volunteer this role will enable you to make a tangible difference to the Hub and its community, to extend your local networks, to use and build your skills in promotion and media relationships, and the opportunity to be part of an exciting new stage in the development of the Hub.

This role is important to the Hub's development and you will need to be able to commit about 3-4 hours per week to this role. You will report directly to the Hub Committee's chair, who is also a member of both the Promotions Team and the Programming Group, and we'd welcome you onto the Committee if you were willing.

To perform this role effectively, you will need access to a computer and the internet; or you may prefer to use the Hub's computer and internet on-site at the Hub.

Training

The Hub supports its volunteers through training onsite (by other Hub members) or from external providers such as Our Community, and depending on the roles and skills needed by our volunteers .

Commitment

The Hub is seeking a volunteer willing to learn and commit to this role for a minimum of 12 months, preferably 2 years.

How to apply

Please apply by email to the Hub info@newsteadartshub.org with a letter outlining why you are the right person for this role and your current CV. Applications close at 5.00pm on Monday 17 April.

Who to ask for more information

For more information, please contact the Hub by email info@newsteadartshub.org or contact Chris Johnston (Chair) on 0418 512 471.

Attachment 1: Promotion & Programming Teams & Roles

Promotions Team roles

Website Coordinator

Role:

- to manage the website including seeking technical (paid) support as needed (pre-approval budget needed)
- write and add new content and make amendments
- provide updates to other websites that promote the Hub via a dedicated webpage (get Lost and Castlemaine/Maldon Visitor Website).
- be the point of contact on website issues, including with We Push buttons (website hosting service).

This role is currently held by a Committee member.

Graphic Designer

Role:

- to design collateral such as invitations, posters, postcards, business cards, annual reports, advertisements
- to use existing logos, fonts and branding, and advise on their use as needed
- to advise on design of any new materials where our branding is to be used.
- to participate as part of the Promotions team.

This role is currently held by a Committee member.

Proof-reading

Role:

- to proof-read promotional collateral on request, checking text, dates and links as appropriate
- the materials to be proofread include: monthly Echo, Hub's e-News, website text, other materials.

This role is currently held by a Committee member.

Distribution of collateral

Role:

- collecting and distributing our monthly 'What's on' poster to a range of venues and noticeboards across the Shire, including to Visitor Information Centres based on a list of distribution points
- looking for opportunities to expand our list of distribution points
- distributing other collateral including Hub postcards as needed.

This role is currently held by a Committee member.

Programming Team roles

There are currently two Programming Team roles, each held by one person. The Hub intends to expand this team by adding coordinators for music and writing and other disciplines in the future. Promotion of exhibitions, workshops and events link the Exhibitions and Workshop Coordinators' roles to that of the Promotions team. Events may be initiated by the Programming Group or the Committee.

Exhibitions Coordinator

The Arts Hub runs monthly exhibitions throughout most of the year. The role includes:

- inviting artists to exhibit at the Hub, and responding to initial enquiries and questions
- receiving bookings, adding them to the calendar and program document, and alerting the treasurer to expect a deposit payment
- liaison with each artist (or artist group) to ensure information and images about the exhibition are available at least 6 weeks prior so that the promotion materials can be developed
- walking booked artist/s through the Hub and introducing them to the hanging system, spaces to be used, constraints or issues to consider, key code and other requirements
- participating in the Programming team
- working with the artist/s to hang/display their work
- working with the artist/s to arrange an 'opening for their exhibition
- checking the gallery spaces post-exhibition to confirm that the bond can be refunded (or identifying repairs as needed).

This role is currently held by a Committee member.

Workshop Coordinator

The Arts Hub currently runs a program of workshops (half, one and two day workshops) and classes. The role includes:

- inviting potential workshop tutors (presenters/artists etc) annually and as needed
- negotiating workshop details and book tutors, including negotiating payment to tutor and workshop ticket price, and record these on the Workshop master spreadsheet
- drafting promotion content for each workshop as per the Promotion template and provide this to the Promotions team
- responding to requests for workshops from the local community
- participating in the Programming team
- arranging a volunteer to help each workshop tutor set-up and pack-up their workshop (as needed)
- managing the Humanitix ticketing including setting up each workshop on Humanitix, monitoring sales, updating the workshop tutor about ticket sales, sending reminders to participants, sending a list of participants to the tutor, sending a request for workshop feedback to participants. (some of these tasks will be delegated to paid admin assistance as funds from workshops allow).

Other Committee members help by hosting workshops and supporting our tutors. This role is currently held by a Committee member.