



# Newstead Arts Hub.

8A Tivey Street, Newstead 3462

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## Program & Promotion Coordinator

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The Newstead Arts Hub Inc (NAH) is seeking Expressions of Interest for a contract position, up to 15 hours per week for 2024. The role focuses on developing, delivering and promoting the creative program of the Arts Hub, focusing on a range of activities including exhibitions, workshops and events, and working closely with our Committee and volunteers.

We are looking for an independent contractor to provide these services. This is not an employment position.

### **About the Newstead Arts Hub**

Newstead Arts Hub opened in August 2015, an initiative identified in the Newstead Community Plan 2013 which recognised art, culture and creativity as important within our community and contributing to a sense of identity. From 2015 to October 2023, the Newstead Arts Hub operated under the auspices of Newstead 2021 Inc. a not-for-profit organisation and registered charity based in Newstead in central Victoria. In October the Newstead Arts Hub became a stand-alone Incorporated Association.

The Newstead Arts Hub is managed by a dedicated volunteer Committee and operates from the former Newstead Railway Station buildings. The Red Shed Arts Workshop (currently a separate organisation) runs arts activities from the Goods Shed on the other side of the railway tracks.

The Arts Hub sees itself as creative, collaborative and community-based. We define 'arts' broadly, seeing it as all forms of creative expression: from writing, music, crafts, dance, performance, visual arts and design to gardening, sewing and cooking. Creativity is how we seek to engage our local and regional communities, recognising its importance in well-being.

Newstead Arts Hub aspires to foster a culture of welcome where people are valued and their skills and talents are nurtured, and to support an art-rich community that provides a wide variety of opportunities for creativity to be explored. The Hub has recently completed a forward-looking business plan.

Since the Newstead Arts Hub opened, it has shaped a strong exhibition and workshop program, offered a diverse range of events, activities and facilities, and developed the garden and grounds. NAH has a well-designed website, an extensive email list, and an active social media presence. We engage with other organisations and the media to promote activities at the Arts Hub.

For more information about the Newstead Arts Hub see <https://newsteadartshub.org/>.

# **The Program & Promotion Coordinator**

## ***The Role***

In this contract role, you will contribute to, expand, and promote the creative program offered by Newstead Arts Hub to our local and regional communities. Our creative program currently includes exhibitions, workshops, events, music, performance, writing and spoken word. This role offers the opportunity to be a significant creative force and an advocate for creative engagement within our local community and beyond.

You will contribute to the overall direction and vision of the Newstead Arts Hub, bringing your experience in creative and community arts management, and working closely with our governing committee, and our members/volunteers who work across a range of areas including programming, promotion, front-of-house, event management (etc).

You may also be involved in identifying and applying for grants and supporting other fund-raising activities run by the Hub Committee where these are designed to develop and expand the creative program and support the development of the facilities offered by the Arts Hub.

You will be part of and contribute to a positive, inclusive, and equitable environment that attracts, retains, supports, and motivates a diversity of members and volunteers.

## ***The Services***

The range of contracted services scoped as being within this role is outlined below, based on up to 15 hours per week, worked flexibly rather than set hours, and depending on workflow. The specific scope of services may be further refined depending on the skills and experience of the appointed contractor.

### **Program: Events, exhibitions, workshops**

- Working collaboratively with the Programming Sub-committee, contribute to a forward program of activities and help identify and build new program elements
- Manage the calendar of scheduled activities
- Liaise with and book artists/presenters for exhibitions, workshops and events
- Establish and monitor ticketing for ticketed events
- Seek and report on participant and artist feedback across the program of activities, including visitor numbers and responses.

### **Promotion:**

- Develop promotional text and images for each Hub activity (exhibitions, workshops, events)
- Coordinate the promotion of the Hub and programmed activities using established branding and tools including the website; monthly eNews (MailChimp mailing list); social media; local print, radio and online media
- Manage the NAH website, write and add new content, and coordinate technical (external paid) support as needed
- Identify and implement other promotion opportunities in consultation with the Committee
- Monitor and report on the reach and effectiveness of existing and any new promotional activities.

## **Coordination**

- Act as the first point of contact for NAH
- Oversee the day-to-day operations of the Arts Hub in relation to the program and promotion
- Manage NAH email, responding or redirecting as needed
- Work with and report to the NAH Committee (or a delegated sub-Committee/Committee member) regularly on activities planned and undertaken.

## **Attributes**

We are looking for a Program and Promotion Coordinator with the following attributes:

- Strong skills and demonstrated experience in the creative arts sector, preferably with a community arts organisation or community non-profit.
- A successful track record within an arts-related organisation and experience in creative programming and promotion.
- Excellent interpersonal and communication skills, and clear, concise and community/media-focused writing skills.
- Excellent organisational skills, an ability to prioritise tasks and effort effectively and manage projects, budgets and your time, and demonstrated ability to deliver outcomes in a timely manner.
- Outward looking in relation to our audiences (locals & visitors), engaging with the media and other like-minded organisations.
- A good team player who is able to recognise and engage the skills and abilities of others and work with a community-led Committee and with a range of volunteers.
- A demonstrated interest in community-based organisations and an understanding of the Newstead community and the NAH.
- Flexibility and the ability to be involved in the Hub's schedule of activities and events recognising that these may occur during weekdays, evenings and weekends.
- Experience with grant applications and other funding opportunities is preferred but not essential.
- Competent in the use of MS office tools (especially Word, Excel), the use of web and social media (Wordpress, Instagram, Facebook, MailChimp), and preferably some capacity with basic graphic design (e.g. Canva).
- A business structure suitable for receiving payments as a contractor, including an independent office setup, noting that the Arts Hub can provide meeting and working spaces as required.

The NAH will define a specific scope of services, within the range described above, based on an estimated allocation of up to 15 hours per week (depending on work flow), with the fee payable to be based on \$45-50 per hour (subject to negotiation with the preferred contractor and relevant terms of service).

## **Expressions of Interest are open now**

We are looking to appoint a Coordinator for this contract position as soon as possible for a start no later than the first week in February 2024.

The appointee will need to be an independent contractor as defined by the Australian Taxation Office: see '[Differences between Employees and Contractors](#)' on the ATO website. This is not an employment opportunity.

Please include in your Expression of Interest (EOI):

- your full name, address, phone number, email
- your Australian Business Number and evidence that you are an independent contractor.

Your EOI should briefly set out why you are interested in this role and demonstrate your capacity to deliver the described services based on your experience and skills. Please include the names and contact phone number for 2 referees.

We look forward to hearing from you. EOIs will be accepted until **Wednesday 6 December, 6pm.**

Your EOI should be forwarded to: **info@newsteadartshub.org**

For further information please contact Newstead Arts Hub Inc Committee members Chris Johnston (0418 512 471) or Geoff Park (0418 138 632). For more information about the Newstead Arts Hub see <https://newsteadartshub.org/>