



Culture First.
Supporting Aboriginal Art Centres
of Central Australia

JOB DESCRIPTION

POSITION TITLE:	Marketing and Communications Coordinator
POSITION NUMBER:	MCC1
EMPLOYMENT BASIS:	Permanent Part Time (0.8)
SALARY RANGE:	\$85,000 - \$95,000 per annum pro rata
RESPONSIBLE TO	Chief Executive Officer
LOCATION:	Alice Springs
LAST REVIEWED:	May 2024

Organisation Overview

Desart is the peak body for Central Australian Aboriginal art and craft centres in the cross-border regions of the Northern Territory, South Australia and Western Australia. Founded in 1992 and incorporated in 1993 under the Northern Territory Associations Act, Desart's current membership comprises 40 independently governed Aboriginal art centres within a complex geographic and culturally diverse region.

We believe that a strong, collective voice is critical in promoting and highlighting all aspects of the industry, influencing government policy and the legal frameworks that best protect the intellectual property rights and intrinsic cultural values of Aboriginal artists.

Desart is committed to ensuring its services and strategic priorities continue to privilege and respect Aboriginal cultural knowledge as the basis from which to engage and participate in all levels of art centre operations. We consult extensively with our members to develop programs and services based on the principles of capacity building and industry best practice. We collaborate with our membership and key industry stakeholders and build partnerships that help achieve the best possible outcomes for our members.

The Role

The Marketing, and Communications Coordinator position aligns with the **"Our Art, Our Culture"** Pillar of the Desart Strategic Plan, with the long-term goal to promote Central Australian Aboriginal arts and culture.

The Marketing and Communications Coordinator will work across all Desart program areas to develop and implement strategic initiatives that promote Desart activities, increase its visibility and exposure of Central Australian art centres, arts and cultures.

The position will be the primary contact and coordination point for Desart's marketing, media, communications and publications, and PR related content, activities and enquiries. The position will also work closely with the CEO in preparing high-level written communications and presentations.

The Coordinator is also responsible for ongoing evaluation and review of marketing and communications activities to inform and ensure planning and implementation of activities are relevant and achieving the desired outcomes of the Strategic Plan.

Duties

- Research, develop and implement strategic marketing and communication initiatives to promote Desart activities, increase its visibility and create an impactful brand across all programs and media platforms.
 - Be Desart's primary external and internal point of contact for coordination of marketing, media, communications, publications and PR related activities and enquiries.
 - Liaise with media sources, build networks and relationships for meaningful coverage of Desart, its programs and activities.
 - Liaise with industry organisations such as tourism and major event organisers, to prevent clashes with timing of event calendars.
 - Keep Desart's website, social media platforms and intranet up to date. Work across all program areas and with art centres to source and create strong and engaging digital content and develop a calendar of upcoming Desart/Desert Mob/Art Centre events.
 - Coordinate and collate content for Desart newsletters and publications (including the Desart Annual Report); work with graphic designers on layout and design, manage contractors and service providers.
 - Support the CEO in preparing high-level written communication, briefings and public presentations.
 - Develop content and copy for media releases; provide copywriting and editing for internal and external communication.
 - Monitor industry trends, collate accurate marketing and communication data, evaluate and prepare internal reports on successes and failures.
 - Other duties that are safe, legal and logical while being within the limits of the employee's competence and training, consistent with the position description.
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Working Relationships

- Reports to and takes direction from the CEO
 - Works collaboratively and respectfully with all Desart staff
 - Maintains collaborative relationships with member art centres
 - Develops and maintains strong and positive relationships with media, industry organisations, consultants and service providers.
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Extent of Authority

- Supervision and management of project contractors and service providers
- Financial authority as per Desart's delegation policy

The Candidate

The ideal candidate will have:

- A genuine desire to support and promote Central Australian Aboriginal art and culture.
 - A positive outlook, be digital savvy and able to deliver high quality marketing and communication strategies.
 - Great communication and networking skills able to bring people together in a cross-cultural, multi-disciplinary environment.
 - Resilience and humour.
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SELECTION CRITERIA	P/N: MCC 1
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Essential

1. Tertiary qualifications or relevant experience in marketing, media, advertising or communications.
2. Exceptional writing and editing skills and ability to convey Desart's "voice" to a diverse audience.
3. Strong media liaison skills, excellent interpersonal skills and the ability to engage with diverse communities.
4. Proven skills and experience in digital marketing, and strong grasp of social media and digital platforms.
5. Proven experience with SEO, Adobe Creative Suite, Canva, Sked, Wordpress and digital photography / video.
6. Proven experience with Google Analytics, ability to analyse data and write concise reports.
7. Proven project management experience with ability to prioritise and manage multiple tasks, work with limited direction and meet deadlines.
8. Collaborative spirit and the ability to work both independently and within a team.
9. Current unconditional driver's licence, willingness and ability to travel to and work in remote locations and operate a 4WD vehicle safely.
10. A folio of 5 printed (or links to online examples) of previous work.

Desirable

- Understanding of the national arts environment, in particular Aboriginal arts.
- Experience in Aboriginal organisations or cross-cultural environments.
- Experience with 4WD vehicles and off-road driving conditions.

ADDITIONAL CONDITIONS OF EMPLOYMENT	
Location	This position will be based in Desart’s Alice Springs office, however Desart may consider flexible and hybrid working arrangements for the right candidate.
Pre-employment checks	<ul style="list-style-type: none"> • Proof of identity • Criminal History/Police Check
Other	<ol style="list-style-type: none"> 1. Willingness to undertake the following training (paid for by Desart) and commit to refresher courses as needed: <ul style="list-style-type: none"> - 4WD training - First Aid Certificate 2. Work is generally conducted within the organisation’s regular business hours, however some occasional out of hours work may be required depending on the circumstances.

APPROVED COPY

Signed.....

Date:...../...../.....

CHIEF EXECUTIVE OFFICER

AGREEMENT:		
I have read this Job Description, understand its contents and agree to abide by it to the best of my ability.		
...../...../.....
Employee Name (please print)	Employee signature	Date



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HOW TO APPLY

Recruitment, selection and appointment standards

As an equal opportunity employer, it is Desart's intention to appoint the most suitable person to a vacant position.

To achieve this Desart's recruitment, selection and appointment process is based on the following standards.

- To advertise the job as widely as possible.
- The applicant's skills, knowledge and abilities are relevant to the job, are fairly assessed.
- Selection methods and their application are free from bias, patronage and nepotism.
- Appropriate confidentiality is observed.

Information for applicants

Thank you for your interest in the advertised job vacancy.

This documentation provides information to assist you in preparing your written application and to plan for the selection interview. Also enclosed is a Position Description.

Selection involves a written application, an interview and reference checks. The successful applicant will also need to apply for a national (Federal) police clearance certificate.

The selection criteria are described in the position description and please only apply if you meet the essential requirements for this position. Your application should comprise of the following documents.

Covering letter

- A summary of your background and suitability for the position should be addressed in the covering letter, without over emphasizing or going into too much detail.

Resume (Curriculum Vitae) which comprises of:

- A summary of your employment history starting with the most recent. Please include dates, name of employer, position title and a brief description of your role.
- Include any training courses you have done in the last two to three years.
- Any activities outside of work which are relevant to the position you are applying for.

Referees

- Please provide names and contact details of two work related referees.
- Please describe the nature of working relationship with referee and all referees should be contacted for approval before nominating them.

Selection criteria responses

- Please respond directly to all of the selection criteria.

Preparing for the interview

All interview questions will be work related, that is, they will relate to the selection criteria for the position you have applied for. The same questions will be asked for every interviewee so please read the Position Description and selection criteria in preparation for your interview.

The interview

Please answer the questions fully without unnecessary details and where possible, relate your answers to direct experiences you have had. Feel free to ask questions to the panel.

Submitting your application

Your application must be marked as follows:

Private and Confidential - Attention: Desart Corporate Services Manager

Your application may be submitted as follows: Email: csm@desart.com.au

Closing date

Applications must reach the Desart office by close of business Monday 22nd July 2024.

The acceptance of late applications will be at the discretion of the Desart CEO.

Further information

For more information regarding this position or the recruitment process please contact the Desart Corporate Services Manager. Your completed application may be submitted by email to csm@desart.com.au