

## POSITION DESCRIPTION

**POSITION:** Communications Officer – Part Time  
**REPORTS to:** Art Museum Director

**JOB PURPOSE:** We are looking for a dynamic and dedicated Communications Officer to join the NERAM team.

This new position will drive NERAM’s external communications strategy, write and disseminate creative content and publicity material, manage our social media platforms and support the growth of brand recognition and engagement at NERAM.

To be successful in this role the applicant must be able to think creatively, have excellent communication and interpersonal skills and be proficient in various comms and design programs. A Bachelor's Degree with experience as a Communications Officer or equivalent experience in a similar role is desirable as is experience or knowledge within the arts.

### ABOUT THE ORGANISATION:

The New England Regional Art Museum (NERAM) is a not-for-profit Company Limited by Guarantee that manages one of the leading regional art galleries in New South Wales, with six galleries of exhibition spaces, a café, artist residence, art class studio, shop and the Museum of Printing.

#### Our Vision

To be a dynamic centre for art, culture and creativity that engages and inspires our community and visitors.

#### Our Mission

To enrich the cultural life of the New England region by engaging our community and visitors with diverse and outstanding artistic programs that showcase NERAMs collections and provide access to national and contemporary arts practices.

NERAM holds a number of significant collections including the Howard Hinton Collection, the Chandler Coventry Collection, the Armidale City Collection and the New England Regional Art Museum (NERAM) Collection which cover a broad range of Australian art history across the visual arts. NERAM hosts exhibitions curated from its own collections, visiting art exhibitions from around Australia and by local artists as well as a program of educational programs and activities for all ages.

NERAM receives annual funding support from the Armidale Regional Council, the New South Wales Government through Create NSW and from the Margaret Olley Art Trust. NERAM also raises funds and project support from other funding bodies and supporters including the NERAM Foundation and the Packsaddle group. NERAM generates additional income through entrepreneurial and philanthropic activities including shop and merchandise sales, memberships of the Friends of NERAM Inc., art class registrations, selling exhibitions, business sponsorships and private donations.

#### **POSITION RESPONSIBILITIES:**

- Collaborate with NERAM Director to develop and implement an effective communications strategy based on NERAM's strategic plan and target audiences.
- Write, edit, and distribute content, including marketing collateral, press releases, website content, e-news, social media posts, and other marketing material that communicates the organisation's activities, products and/or services.
- Develop content that connects NERAM's audiences to the NERAM Collections and culture in New England.
- Respond to media inquiries, arrange interviews, and other promotional opportunities.
- Establish and maintain effective relationships with journalists and maintain a media database.
- Seek opportunities to enhance the reputation of the NERAM brand, and coordinate publicity events as required.
- Maintain records of media coverage and collate analytics and metrics.

#### **POSITION REQUIREMENTS:**

- Bachelor's Degree in Communications, Journalism, or related field.
- Minimum of 2 - 5 years' relevant experience in a communications role.
- Knowledge of desktop publishing software (InDesign/Photoshop).
- Excellent verbal, written, and interpersonal skills.
- Good time management and organizational skills.
- Proficient in Microsoft Office, content management systems, and social media platforms, design and publishing software (Wordpress an advantage).
- Other duties as required and directed.
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#### **PERSONAL ATTRIBUTES:**

NERAM is looking for an employee to join a small creative team of people who is:

- Self-motivated, enthusiastic and can demonstrate a positive work ethic;
- Experienced problem solver and pays attention to detail;
- Able to engage with a broad spectrum of the general public;
- Professional in both conduct, presentation and behaviour.

**Key Selection Criteria:****KSC 1:**

Tertiary level qualifications in communication or marketing or equivalent industry experience;

**KSC 2:**

Demonstrated experience in the management of social media, website updates and the creation of content for marketing campaigns, publications and newsletters.;

**KSC 3:**

Proven ability to work with and maintain relationships with a variety of internal and external stakeholders including journalists, community groups, artists and audiences;

**KSC 4:** Self-management skills including the ability to manage multiple competing priorities and manage time effectively with high emotional intelligence within a dynamic and fast paced organisation;

**KSC 5:** Excellent skills in research and writing, planning, organisational and communication skills, coupled with exceptional attention to detail;

**KSC 7:**

A current NSW Class C Drivers Licence or equivalent.

**Desirable:**

- Understanding of or experience in visual arts creative practice or cultural organisations

**GENERAL INFORMATION:**

This position is a fixed term (12 month), part-time (15.2 hrs/ week) contract position based at New England Regional Art Museum with working hours of Monday to Friday 9.00am – 5.00pm. Working hours for this role may be flexible and may also include when necessary weekends and after hours.