

Position Description

Communications Officer

Permanent – Full Time

Position objectives:

The role of the Communications Officer is to position WAM and WAM's projects, and by extension the WA contemporary music sector, in the best possible light. This should be achieved through an inherent understanding of how to best generate content and utilise all forms of media. The incumbent must be prepared to take a leadership role in how WAM is perceived, by whom and when. They must understand their role within WAM and WAM's role in the WA and national music sectors.

Duties & responsibilities:

Strategy and planning:

- ▶ Develop and implement WAM's marketing plan that serves to position WAM in a way that befits its standing as WA's premier contemporary music organisation.
- ▶ Develop and implement strategic campaigns to support WAM's programmes and projects in order to meet defined targets. Contribute to the establishment of those targets.
- ▶ Contribute to the development of organisational strategy, business planning and budgets.
- ▶ Develop and implement strategies to monetise WAM's media assets.
- ▶ Ensure WAM is consistently and appropriately presented across all communications, content, collateral and language. Establish the standard for this representation.

Content:

- ▶ Work alongside Engagement Officer to develop appropriate content and manage the carriage of that content via WAM's media channels. Understand and promote the rationale behind a content strategy.
- ▶ Develop relationships with other organisations to maximise opportunities to gather content and to ensure WAM generated content is widely broadcast when and where appropriate.

Advertising and media:

- ▶ Develop and maintain relationships with all the relevant persons at all music and non-music media outlets and understand the strengths and weaknesses of each.
- ▶ Utilise all media (digital, social and traditional: local, regional, national and international) to ensure effective communications for the WA music sector, WAM and WAM's projects.

PR:

- ▶ Research, recommend, negotiate with, contract and co-ordinate external PR service as required.
- ▶ From time to time undertake PR tasks as necessary, including writing and distributing press releases for WAM projects.

Reporting

- ▶ Prepare appropriate reporting regime for both internal and external stakeholders
- ▶ Manage budgets, target and financial reporting as required
- ▶ Work closely with General Manager to generate WAM's Annual Report each year.

Administration and general:

- ▶ Manage the day to day operations, and up to date content, of WAM's website.
- ▶ Where required co-ordinate external contractors and/or agents acting on behalf of WAM; as well as overseeing the work of role specific volunteers and interns.
- ▶ Support WAM staff in the execution of their program activities through the development and exploitation of networks, relationships and media; existing and new.
- ▶ Represent WAM at events and functions as required from time to time.
- ▶ Any other duties as required by the CEO

Key relationships:

external: The broader WA music industry; WAM members; regional musicians and their communities; WAM's sponsors and funders, and potential sponsors and funders;

internal: CEO, WAM staff, Board, members, and, contractors.

reports to: General Manager

Required skills & attributes:

- ▶ A tertiary qualification in Marketing and/or Communications. (Desirable.)
- ▶ Demonstrated ability to develop plans and manage campaigns and budgets.
- ▶ Understanding of how to utilise and exploit marketing assets, to meet internal and external stakeholder needs and expectations.
- ▶ A creative eye for content, design, layout and appeal of written and image/film content.
- ▶ Demonstrated proficiency in the use of: social media; Wordpress, Mailchimp, Adobe Suite and other relevant media/applications; analytics functionality and metrics; Microsoft Office for Mac and the Mac operating environment.
- ▶ Capacity to understand all media, markets and audiences and how to maximise communications effectiveness within each of those
- ▶ Efficient and effective personal communication skills that can be applied to ensure strong internal and external outcomes and relationships.
- ▶ Self-motivated, focussed and disciplined to meet objectives and targets; with a preparedness to be responsible for achieving personal and organisational goals.
- ▶ Ability to work within a team and individually in order to meet organisational and project goals; including ability to multitask and manage multiple concurrent projects.
- ▶ Knowledge and broad understanding of the WA, Australian and international music sector, and trends and influences impacting on that.
- ▶ Sense of humility and humour. (Essential.)

Key performance indicators:

The performance of all WAM staff members will be reviewed annually. This review will be carried out based on how well you have met the Duties and Responsibilities contained within this Performance Description, key performance indicators (KPIs) and KPIs contained within individual project plans.

The following are generic KPIs that all staff are required to adhere to:

- ▶ contribution to project, staff and any other meetings as required.

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- ▶ timeliness of response to workplace issues or requirements that come about from time to time.
- ▶ workplace manner and interactions with co-workers and other stakeholders.
- ▶ timely planning and reporting.

Special conditions:

All WAM are expected to manage their own times and workloads. WAM staff are paid above award rates to offset their being required to work evenings, weekends and out of standard business hours from time to time.

The CEO may at his/her discretion approve time in lieu or offer additional leave days, to offset additional hours worked, where time and workload management by individual staff may not balance out the additional hours worked. Time in lieu must be approved in advance of the work undertaken.

Salary:

As per Contract of Employment. Annual CPI rises are at the discretion of the CEO and will be based on review of performance over the preceding 12 months as well as the organisation's ability to offer pay rises.