

Surf Coast Arts Trail – Local Area Coordinator

CONTRACT DESCRIPTION

Engagement:	Contract. Hourly rate: \$25 per hour.
Duties:	As per Key Responsibilities
Hours:	Up to 60 hours; flexible working hours in consultation with Arts Development Officer/Support Staff
Special Conditions:	This contract runs until August 31, 2020 unless extended.

The Surf Coast Arts Trail is a hugely popular event that sees thousands of visitors flock to 60+ artist studios throughout the shire on the second weekend in August. Heading for its ninth year, the event showcases the work of more than 200 artists and contributes more than \$80,000 to the local economy.

In 2020 we want to further involve local communities in the management of the event, as well as provide skills development and employment opportunities for emerging arts workers.

We are looking for several Local Area Coordinators to oversee the collection of information from artists; provide content for social media and other media and promotional channels; as well as contribute to the design, distribution and dissemination of outgoing information, signage and materials in their local area.

LAC's should represent their Arts Trail Zone, for example:

- Moriac, Winchelsea, Wurdibulloc and Deans Marsh
- Lorne, Fairhaven and Aireys Inlet
- Bellbrae and Anglesea
- Torquay and Jan Juc.

LAC's will work closely with the Arts Development Officer and Arts Trail support staff and will:

- Make contact with registered artists from their region and provide regular updates thereafter
- Act as the liaison point between their region's artists and the Shire
- Participate in regular meetings with other LACs and Shire Arts Development Officer/Arts Trail Support staff to provide updates on progress and share ideas
- Plot artists logically for car travel onto a regional map
- Using the guidelines and template provided, ensure artist bios, images and contact details are arranged into a spreadsheet according to the artist's numbering on the map
- With support from Shire compile content (and imagery) for media releases for local newspapers and other mainstream media outlets, and for use on Arts Trail social media channels
- Collect Arts Trail promotional materials (i.e. maps, posters) from Shire offices and distribute to central location for artists to collect and distribute

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- Collect all directional signage from Shire offices, distribute to artists from a central location, and provide advice regarding effective placement etcetera
- Be available at the Preview Show and Launch (Friday 24 July) and on call to artists during the Arts Trail weekend (August 8/9).

Selection Criteria:

- Good organisational skills including ability to work with spreadsheets and to timelines and to think “on the job”
- Knowledge of Microsoft Office Suite (Excel and Word)
- Skills in writing and communications, including Social Media savvy
- Demonstrable passion for the arts with a particular focus on the visual arts
- A current Drivers Licence
- A friendly, proactive and helpful attitude

Please note:

- As a contractor, you will supply your own phone, computer and car for the role.
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Applications Open: Wednesday 8 January 2020

Applications Close: Wednesday 5 February, 2020

Queries? Contact: hgaffney@surfcoast.vic.gov.au