



<https://curiousworks.com.au>

Role: Communications Officer – 0.4 FTE (2 days/week with Tuesdays and Wednesdays preferred)

Reporting to: CEO

Remuneration: \$70,000 pro rata + super

Type: Not-for-Profit & Community Arts Organisation

Location: Fairfield City HQ, NSW 2165 + flexible work from home arrangements possible

Terms and Conditions:

- The incumbent will be appointed for one (1) year dependent on funding. A three-month probation period applies.
- The successful candidate will be provided with a laptop for the duration of their employment.
- The successful candidate will undertake a working with children check at their own expense and present this to CuriousWorks at the signing of their contract.

Applications Due: 11:59pm Sunday February 18, 2024

Please submit a current CV and a 1-2 page cover letter telling us about yourself and describing your skills and experience with reference to the role to: applications@curiousworks.com.au. Write to CuriousWorks CEO, Kiriaki Zakinthinos with any questions at kiriaki@curiousworks.com.au

About Curious Works

CuriousWorks exists at the intersection of contemporary multi-arts practice and community arts and cultural development. We work across art forms and disciplines, with a focus on screen works, digital media, and emerging art forms.

We nurture the ideas and the potential of art makers and future cultural leaders, creating space for the next generation to play, learn and grow. We do this through commissioning new local work, co-creating cultural experiences with communities and artists, providing arts education programs, generating leadership and skills development opportunities, creating employment

pathways, partnering in research and cultural development initiatives, and advocating alongside our peers in the sector for systemic change.

Our stomping grounds are the suburbs of South-West and Western Sydney and we're proud of our longstanding presence and strong relationships in the region – with our peers, with local artists at every stage in their creative journey, and with youth and community service providers, government agencies, schools, and the broader community through years of program and project co-design, delivery, and evaluation.

Artist-led and dedicated to embedded long-term community engagement, our strengths emanate from a core staff and a network of creatives with deep connections to the localities we operate within and the communities we serve.

The Role

The Communications Officer is a key member of the CuriousWorks team. Reporting to the CEO, the role is responsible for delivering engaging content across our communications channels that speaks to our work, reputation and the artists and communities that we serve.

Desired Skills and Experience

- Tertiary qualifications and/or significant experience in digital media, communications, and marketing.
- Demonstrated track record of developing and delivering successful strategic communication campaigns that build engagement, preferably in the arts and cultural sector.
- Excellent digital knowledge and skills including for example statistical analysis and reporting, social media, SEO, WordPress for website maintenance, Salesforce for CRM, Mailchimp for e-news, Microsoft Office, Google Workspace, Adobe Creative Cloud, and other digital platforms.
- High level verbal and written communications skills and a nuanced understanding of different audiences and mediums.
- Passion for new technologies, people, story, and diversity.
- Experience working with video, digital or media production (Desirable).

Key Responsibilities

Communications

- Proactively generate and maintain content for CuriousWorks' communications channels including website, social media (Facebook, Instagram & LinkedIn), e-newsletter; to build audience and social media community.

- Track engagement across CuriousWorks communications platform over time, highlighting any learnings and trends to inform future strategy.
- Develop, implement, and report on audience and client surveys.
- Develop and publish a quarterly e-newsletter and a quarterly topical article for media release.
- Assist in development and implementation of comprehensive communications strategy for the CuriousWorks brand and all of the company's key activities.
- Write media releases, engage journalists, and manage media interviews in the lead up to public presentations of artistic work.
- Work with other staff to manage the profile of each of the company's programs/projects and generate PR opportunities.
- Build awareness, interaction and engagement with CuriousWorks Programs and Company Brand, including by generating and managing cross-promotional opportunities.

Company Operations and Admin

- Attend fortnightly staff meetings and where possible key activities and events.
- Perform company data, CRM and file management, emails and other operational tasks as required.
- Comply with the Associations code of conduct, policies and procedures, governance, risk management and administrative systems.

Company Culture, Wellbeing + Professional Development

- Proactively nurture a positive work culture through clear, professional, responsive, and timely communication with teammates, and by working collaboratively across the team.
- Attend and participate in company-wide wellbeing initiatives.
- Proactively engage in self-directed professional learning opportunities.