

## Information + Cultural Exchange

PO Box 4033 Parramatta NSW / P: 9897 5744 / F: 9897 5766 / E: [info@ice.org.au](mailto:info@ice.org.au) / [ice.org.au](http://ice.org.au)

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**Are you an energetic and organised individual who is passionate about supporting artists and the creative sector in Western Sydney? Are you web savvy, entrepreneurial and do you have media or communications experience? We are seeking a coordinator for our Artist Professional Development Project. In this role you will deliver training to artists, maintain our arts website, spearhead partnerships and implement strategies to grow the project.**

### **Coordinator, Artfiles Project (Acting)**

- Work in one of Australia's most dynamic arts and cultural organisations
- Based in the heart of Parramatta's arts and cultural precinct
- 4 Days (30.4 hours) per week for a period of 12 months.
- Up to \$55K package (pro rata; \$47k plus salary sacrifice benefit and super)

Information and Cultural Exchange (ICE) is a cultural and arts organisation that exists to support Western Sydney communities and artists to build community resilience, autonomy and infrastructure and to enhance quality of life and well-being.

### **Job Information**

In this important role, you will be responsible for designing, running and marketing professional development activities for creative producers and artists that will increase skill levels, employment opportunities, cross-collaborations and communication. You will develop and maintain the Artfiles portal and produce the weekly e-bulletin. You will develop marketing campaigns and materials to promote individual artists, groups and organisations. You will also generate income via grants, partnerships, advertising, contracts and provisions of services. You will increase traffic to the website and also grow the number of artists and groups listed on the site.

### **Job Requirements**

To apply for this position, you will need to demonstrate:

- Relevant tertiary qualifications or equivalent experience
- Knowledge and experience in online and social media (including developing and maintenance of websites)
- Strong communications, marketing, media or publishing experience
- Experience in the development and delivery of professional development and training
- Project Coordination skills and experience
- Demonstrated ability to build strong working relationships and partnerships
- Ability to generate income and manage budgets

Find more information and the full position description visit <http://ice.org.au/jobs>

### **How to Apply**

Written applications must include your **resume** and **cover letter** and **2 referees** (these will not be contacted without your prior approval). Only applications that address the **selection criteria** outlined in the Position Description will be considered. Forward applications to:

Private and Confidential

Executive Director

Information & Cultural Exchange

PO Box 4033

Parramatta NSW 2150

**or fax to:** 02 9897 5766 **or email to:** [jill.chambers@ice.org.au](mailto:jill.chambers@ice.org.au)

**Contact Jill Chambers on 02 9897 5744 for any enquiries**

A Police Check and Working with Children's Check will be required as a condition of employment.

We encourage people from Aboriginal and Torres Strait Islander and culturally diverse backgrounds to apply.

**Closing Date for Applications:** Friday 17<sup>th</sup> February 2012

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### POSITION DESCRIPTION

<b>Position Title:</b>	Coordinator, Artfiles Project (Acting)
<b>Reports to:</b>	Manager, Cultural Development
<b>Salary &amp; Conditions:</b>	Up to \$55,000 package pro rata (incl. salary sacrifice arrangements & super) Part-time (4 days / 30.4 hours per week) with the potential to increase
<b>Grade:</b>	N/A
<b>Last Updated:</b>	January 2012

#### About ICE:

Information and Cultural Exchange (ICE) undertakes innovative arts, cultural and digital media programs, professional skills and creative thinking with communities and artists. We support Western Sydney communities and artists to build community resilience, autonomy and infrastructure and to enhance quality of life and well-being.

ICE manages Switch, Western Sydney's multimedia and digital arts access centre. ICE produces the critical online resource Artfiles, also a professional development program for artists. Our successful digital media, community cultural development, and arts programs access thousands of individuals, artists and communities annually. ICE works with community groups, governments and local infrastructures on programs aimed at broadening community access and capacity in information technology in order to bridge the digital divide.

#### Working with ICE:

Our programs are delivered on lean budgets, and with limited resources. This position requires a team-player who is able to work collaboratively, at close quarters, and with the capacity to work with a culturally diverse team.

It is generally expected ICE staff maintain their own administration and it is not generally possible to delegate routine administrative tasks such as filing, messages and correspondence. Administrative and other program support is shared across the team, particularly when programs have additional commitments during intensive periods of high levels of activity.

#### About the Artfiles Project

Artfiles is a professional development program for artists and arts professionals in Western Sydney.

Artfiles includes the landmark Artfiles website an online directory of artists, arts professionals, arts organisations and cultural facilities across Western Sydney, that also provides you with the latest news and events from / about / and for the benefit of Western Sydney. The Artfiles website provides professional development, profile, employment and recognition for Western Sydney artists, arts and culture.

Artfiles profiles over 1,000 cultural creators, including visual artists, writers, designers and performers, with feature stories, portfolios and user-uploads. It is an important directory of facilities, programs, opportunities and events. Via the 'In Focus' section of the website, artists and activities are profiled on a weekly basis,

while the associated weekly e-bulletins and tweets allow thousands of subscribers to network their news, activities and events.

**Key Position Priorities and Duties:**

- Design, run and market professional development activities for creative producers and artists that will increase skill levels, employment opportunities, cross-collaborations and communication
- Develop and implement a project marketing plan
- Recruit and oversee contractors, trainers, interns and volunteers
- Oversee Artfiles website and e-bulletin, including updating content on a weekly basis
- Develop strategic partnerships with business, government and organisations
- Generate income for the project, including grants, and via advertising on the website and partnerships
- Increase participation and listings in [www.artfiles.com.au](http://www.artfiles.com.au) by artists, creative producers, groups, government and business
- Deliver training in usage of the Artfiles website to groups across Western Sydney
- Develop opportunities for expansion of Artfiles and its presence, including further development and initiatives such as Artfiles TV.

<p><b>1. Publishing of website and publication</b></p>	<ul style="list-style-type: none"> <li>• Manage the Artfiles website, publishing updates and a weekly e-bulletin</li> <li>• Undertake research to increase participation in website and to increase traffic to the site</li> <li>• Manage the Artfiles twitter account and other social media platforms</li> <li>• Further develop the Artfiles website</li> </ul>
<p><b>2. Marketing and Communications</b></p>	<ul style="list-style-type: none"> <li>• In consultation with the Marketing and Communications Manager develop and implement a project marketing plan that increases participation in and usage of Artfiles by artists, creative practitioners and business.</li> <li>• Showcase artists and groups listed in Artfiles via media campaigns</li> <li>• Identify and develop new markets for Artfiles</li> <li>• Produce promotional materials that promote the Artfiles Project</li> <li>• Coordinate one Artfiles event each year ie cultural gathering</li> <li>• Expand Artfiles TV, including sourcing funding and support</li> </ul>
<p><b>3. Project Coordination, Planning and Implementation</b></p>	<ul style="list-style-type: none"> <li>• Design, run and promote professional development activities for creative producers and artists that will increase skill levels, employment opportunities, cross-collaborations and communication</li> <li>• Maintain and update the Artfiles website</li> <li>• Facilitate cultural gatherings and networking events</li> <li>• Assist and refer artists in relation to employment and professional development opportunities</li> <li>• Respond to enquiries from government, agencies and businesses, and broker employment and other opportunities for artists and creative producers</li> <li>• Coordinate evaluation on the project and record statistics</li> <li>• Research and keep abreast of developments in digital media, social media, online platforms and arts, to develop the website and innovative training</li> <li>• Coordinate and manage project contractors</li> </ul>
<p><b>4. Budget and Income Generation</b></p>	<ul style="list-style-type: none"> <li>• Oversee the project budget, including meeting budget targets</li> <li>• Generate revenue via grants, advertising, provision of services and via implementing other innovative strategies</li> </ul>

<b>5. Partnership and stakeholder development</b>	<ul style="list-style-type: none"> <li>• Develop and maintain strong relationships across a range of sectors, including arts, media, not-for-profit, business, education, government, and others and also with funding bodies, sponsors, advertisers, business, councils, arts and educational/ training organisations and artists</li> <li>• Represent ICE professionally and ethically in a range of forums and meetings in order to increase awareness, support and collaboration</li> <li>• Attend relevant functions and events with the aim of developing relationships with existing and potential partners and networks and increasing clients' awareness and usage of the Artfiles Project</li> </ul>
<b>6. General Position Duties</b>	<ul style="list-style-type: none"> <li>• Develop and work to a workplan in compliance with the ICE Business Plan and the requirements and obligations of funding agreements and contracts.</li> <li>• Play an active role in strategic reviews and contribute to the wider thinking, planning and evaluation of the organisation to enable its sustainability.</li> <li>• Work closely with all programs to ensure alignment, research outcomes and complementary programming.</li> <li>• Attend regular supervision meetings with the Manager, Cultural Development</li> <li>• Work flexible hours, including weekend work when required</li> <li>• Ensure compliance with ICE policies and procedures including Occupational Health &amp; Safety.</li> <li>• Participate in staff development and training activities as required.</li> <li>• Provide monthly written reports</li> <li>• Work harmoniously as part of a team to support and ensure successful delivery of ICE programs and activities.</li> </ul>

**Selection Criteria:**

*Candidates are asked to reply to each of the following criteria.*

Candidates should outline their relevant experience, using examples where relevant to illustrate their experience.

**Essential**

To apply for this position, you will need to demonstrate:

- Relevant tertiary qualifications or equivalent experience
- Knowledge and experience in online and social media (including developing and maintenance of websites)
- Strong communications, marketing, media or publishing experience
- Experience in the development and delivery of professional development and training
- Project Coordination skills and experience
- Demonstrated ability to build strong working relationships and partnerships
- Ability to generate income and manage budgets
- Demonstrated ability to communicate with diverse communities and respond sensitively to enquiries

**Desirable**

- Certificate IV in Workplace Assessment and Training
- Experience supervising casual staff, contractors and volunteers

The successful applicant must undertake a Police Check and Working with Children check prior to commencement and is subject to an initial three months probationary period. This position is for a period of twelve months.