
ABOUT CORRUGATED IRON YOUTH ARTS

Corrugated Iron is the Northern Territory's leading youth arts company playing a crucial role in a region where there is no performing arts tertiary training, limited arts and creative industry tertiary training or major performing arts company.

We engage, train, mentor and employ emerging artists and creative professionals who inspire children and young people to develop their skills and forge pathways in the arts. We inspire the next generation of creative leaders, movers, and shakers to take the lead in shaping our artistic program to ensure that it is driven by the voices of young people.

Through cross sector partnerships we ensure that barriers to participation are removed and that young people across the Northern Territory have access to creative experiences.

Our artistic program features term-based workshops, performances, Artists in Schools program, special projects and a significant community engagement program delivered in urban, regional, and remote communities.

Corrugated Iron feed the roots of an essential arts ecosystem that continually enriches personal, educational, and social outcomes, as well as community cohesion and liveability.

Across the year we engage with over 2,000 young people and provide employment opportunities for around 70 artists and artswomen. Our alumni feature artistic leaders such as Miranda Tapsel, Robbie Collins, and industry professionals such as ABC Journalist and Presenter Eleni Roussous.

Corrugated Iron Youth Arts began in 1984. The longevity of the organisation is based upon strong governance, staff expertise, sound investment, and financial stability through careful planning and management. Steady development over the years has allowed the organisation to grow its reach and reputation for reliable, safe and trustworthy program delivery. A stable base also allows us to remain flexible and responsive to need, while enabling artists to pursue creative risk and adventure.

We pride ourselves on valuing achievement at every level, from the artist who reaches the pinnacle of their career, through to the young person who masters their first skill. It is a significant moment of joy for us when a young person, normally quiet and standing on the fringes, engages wholeheartedly and without inhibition.

VISION

IGNITING CREATIVITY / CONNECTING COMMUNITIES / EXPLORING NEW TERRITORY

PURPOSE

We exist to:

- inspire young people in the arts as participants, performers and audiences
- develop young people's life skills, artistic skills and confidence through an arts medium
- create opportunities for young people's stories to be shared
- promote positive community perceptions of young people and the arts

POSITION DESCRIPTION

Position	Marketing and Engagement Coordinator
Position requirements	<p>You are a motivated individual with a proven track record for achieving quality outcomes in the areas marketing, communications, and youth engagement.</p> <p>You are flexible, proactive, curious, and inclusive, you don't need years of experience, but you have the right passion, mindset, and skills ready to grow!</p> <p>You are a positive team player with a passion for engaging, promoting, and supporting children, young people, emerging and early career artists to engage with Corrugated Iron's programs as well as growing audiences for our work.</p> <p>You have a background in marketing and publicity with an interest or passion for the performing arts and are someone who thrives in a dynamic and collaborative work environment but also confident in taking the lead and showing initiative.</p> <p>You are an effective communicator who loves to foster new and existing relationships with a range of stakeholders including other Corrugated Iron staff, artists, arts organisations, media, suppliers, schools and all three tiers of government. You are keen to champion the voices of artists, children, and young people to share their stories and to have their voices heard by audiences on local, national, and international platforms.</p>
Role Purpose	The Marketing & Engagement Coordinator is responsible for developing and implementing Corrugated Iron's marketing and engagement strategy. This position is responsible for brand management through coordinating marketing and communications across all organisational activities to increase brand awareness and engagement.
Salary	\$50,000 - \$60,000pa commensurate with qualifications and experience, plus superannuation, 2-year contract with option to renew.
Hours of Work	0.6FTE (22.8hrs/week)
Probation Period	6 months
Reports to	Executive Producer & General Manager
Direct Reports	NIL
Indirect Reports	Casual Artists, Teaching artists, Contractors, Suppliers and Participants.
External Relationships	Media, graphic designers, photographers, videographers, suppliers, artists, other key stakeholders.

Key Results Areas	Key Tasks
<p>1. Marketing</p>	<ul style="list-style-type: none"> • Develop a consistent brand identity for Corrugated Iron across all marketing and communications materials. • Develop and deliver imaginative, high-quality marketing and engagement content including, but not limited to, advertising, direct marketing, collateral, press releases, publicity, annual report, and digital marketing and content including managing Corrugated Iron’s website. • Oversee and collaborate with key contractors as required, e.g., external graphic designers, videographers, photographers, publicist. • Maintain a current stakeholder database and proactively seek media coverage and promotional opportunities across the annual artistic program. • Oversee, maintain, and update the organisation’s website. • Manage all social media platforms, including the developing a schedule of upcoming events and activities, and live storytelling of current activities. • Work with Corrugated Iron’s program team to develop marketing plans and requirements the annual artistic program and events, including determining requirements and timelines for marketing collateral development, printing, and distribution. • Work with Executive Management to develop and nurture Corrugated Iron’s Organisational Marketing and Communications Strategies and Style Guides.
<p>2. Communications</p>	<ul style="list-style-type: none"> • Provide marketing support and guidance for Corrugated Iron’s program team to ensure that all communications are in alignment with brand identity and values, including supporting best practice in working with children and young people and First Nations programming. • Maintain, update, and develop Corrugated Irons’ subscriber database. • Produce regular eDM for regular news and updates on programs and activity. • Design, implement and manage targeted communication to identified stakeholders including donors, sponsors and other key stakeholders. • Write and deliver Media Releases for Corrugated Iron events as required. • Identify and recommend organisational improvements of communication methods. • Assist with building and maintaining relationships on behalf of Corrugated Iron with relevant stakeholders.

Key Results Areas	Key Tasks
<p>3. Administration and record keeping</p>	<ul style="list-style-type: none"> • Ensure the organisation’s marketing and promotional materials are effectively archived including documenting events and projects. • Develop and maintain the photo and video archives for the organisation, including management of photo permission documentation. • Gather community and industry feedback on Corrugated Iron, including anecdotes and quotes that are useful for Annual Reports and funding reports and acquittals. • Attend staff meetings and contribute to the day to day running of the Corrugated Office. • Undertake professional development that is in line with the position.
<p>4. Working Together</p>	<ul style="list-style-type: none"> • Contribute to the efficiency and vibrancy of the organisation. • Build effective relationships with others to achieve common goals. • Share all relevant or useful information freely. • Demonstrate respect for others’ differing perspectives.

SELECTION CRITERIA

Essential:

1. Relevant tertiary qualification and/or at least 2 years' equivalent experience in a similar role, either in the arts, or related industry.
2. Demonstrated experience in creating a variety of marketing materials across print and digital, including website, social media, collateral, and reports etc.
3. Ability to develop and implement marketing strategies and plans across the annual artistic program and organisational requirements.
4. Demonstrated awareness, cultural sensitivity and understanding of working with First Nations communities, artists, and young people.
5. Demonstrated high-level organisational skills with the ability to manage multiple priorities and ability to work flexible hours during peak programming times.
6. Excellent written and verbal communication skills including high attention to detail and the ability to professionally correspond with a diverse range of people with varying skill sets, including staff, artists, and other stakeholders.
7. Excellent computer skills and familiarity with Canva, Wix, Adobe Creative Suite, Mailchimp, video editing and graphic design.

Desirable:

1. Strong understanding of the national performing arts sector.
2. Strong graphic design skills or formal qualifications.
3. Current Working with Children check and valid driver's license.

HOW TO APPLY

Corrugated Iron works with young people and artists from diverse cultural and social backgrounds with varied life experiences, abilities and interests and we seek to employ people who reflect the environment within which we operate.

We actively seek Aboriginal and Torres Strait Islander peoples, people with disability, the LGBTQI + community and people from culturally diverse backgrounds to join our team.

Your application should include the following:

1. Cover letter introducing yourself and responding to the Selection Criteria (maximum 3 pages)
2. Recent CV including a minimum of two referees
3. Please email the above as a single PDF file Applications are to be submitted to gm@corrugatediron.org.au by **5pm Sunday 25th September**.

All enquiries should be directed to Kelly Blumberg, General Manager 08 8948 3200.