



POSITION DESCRIPTION

Position: Communication Manager – Casual or Part Time 0.4 EFT
Reports to: Executive Director
Date: March 2024

Wild At Heart

Wild At Heart is a driving force for people who experience injustice and exclusion to tell their stories through original music and lead change for equitable access in culture and society.

Wild At Heart supports a vibrant community of around 100 artists from across Victoria who live with visible and invisible disability, mental illness, neuro and gender diversity and disadvantage.

Wild At Heart provides professional mentoring, workshops and training, access to recording and performing opportunities in the music industry and music community. Artists range from emerging through to independent songwriters releasing their music and seeking to work in the music industry.

Communications Manager Role

Wild At Heart wants to communicate our artists' work to audiences and increase their public profile more effectively, and to tell the story of the work we do as an organisation.

The Communications Manager will establish a communications strategy for the organization in line with our Strategic Plan. They will implement this plan to achieve strong numeric and qualitative engagement from stakeholders and audiences across all forms of self-managed media (website, online services, email, social media) and public and private media (tv, radio, online, print etc). The Communications Manager will also shape and direct Wild At Heart's visual and brand presence across all of these media for our regular ongoing work, campaigns, festivals and events.

Employment Basis

The position is offered as a casual or part time position on a 0.4 EFT basis. Flexible work hours can be negotiated.

Pay Rate

The pay rate and benefits for the position are tied to the Social, Community, Home Care and Disability Services Industry Award 2010. Classification level and paypoint to be determined based on skills and experience.



Location

The position will be based at Wild At Heart's North Melbourne office. Working from home arrangements can be negotiated.

Responsibilities

The Communications Manager will:

- develop a simple, effective communications strategy based on WAH's Strategic Plan to identify goals, objectives and outcomes to be achieved over time.
- lead the redevelopment and continual improvement of WAH's website
- lead the redevelopment and continual improvement of WAH's social media presence
- achieve engagement and audience targets as set out in the strategy
- build networks, collaborations and partnerships within the public and private media, music industry and other stakeholders to promote WAH artists and organisation
- Work with the WAH team to promote and increase engagement with WAH's program and artist initiatives including training programs, WAH's record label, artist management services and the promotion of artists' work
- create and manage relationships with a wide range of stakeholders including participants, partners, funders, music industry and media industry, referral organisations, local and state governments, contractors and employees
- identify and apply for funding for the program and new communication and engagement initiatives
- implement impact and evaluation measurement and analysis of communication initiatives
- contribute to the broader work of the organisation as required.

Key Selection Criteria

Highly desirable

1. Lived experience of disability, mental illness, neuro and/or gender diversity

Essential

1. Demonstrated experience and skills in communication strategy and implementation
2. Demonstrated professional level experience and skills in media, social media, marketing, graphic design and writing.
3. Experience in working in disability rights and disability arts practice
4. Experience and networks within the media, music industry, disability and mental health sectors, community arts, government and funding sectors



5. Professional level written, verbal and interpersonal communication skills across a wide range of stakeholders
6. Professional administration and work management skills, including information technology skills, both independently and as a team contributor
7. Current Victorian Drivers Licence and own vehicle, First Aid qualifications, NDIS Worker Screening Check, Police Check and Working With Children Card

Desirable

1. Tertiary qualifications in communications, marketing and related sectors.