

ANNOUNCEMENT

International Federation of Arts Councils and Culture Agencies (IFACCA) Position Description seeks Communications and Engagement Manager Released 1 August 2017

Founded in 2001, the International Federation of Arts Councils and Culture Agencies (IFACCA) is the global network of arts councils and ministries of culture dedicated to improving good practice in arts and cultural policy development, arts funding, audience development and public access to the arts. Its vision is for a world in which arts and culture thrive and are recognised by governments and peoples for their contribution to society. IFACCA has members in 70 countries.

Under the leadership of IFACCA's new Executive Director Magdalena Moreno Mujica, we are seeking a highly skilled **Communications and Engagement Manager** to lead the communications strategy to enhance the promotion of IFACCA's services, play a key role in the development of IFACCA's partnerships plan, and guide the engagement agenda with IFACCA members and stakeholders and be an integral part of the delivery of world-class projects and events.

The Communications and Engagement Manager would also be responsible for liaison with IFACCA's members, partners and international networks writing and editing content for a range of reports, promotional material and social media applications to complement and communicate the Knowledge and Analysis Programme.

The Communications and Engagement Manager will play a critical role in shaping the next phase of IFACCA. The Secretariat team comprises five full time staff and is located within the Australia Council offices in Sydney, Australia.

This is an exciting and unique opportunity for a highly motivated individual with significant communications skills as well as solid development and engagement experience who is interested in international relations and arts and cultural policy issues. The position profile is provided below.

Applicants are requested to provide:

- **1 x letter of application** (no more than 3 pages describing your reasons for applying for the position and how your skills and expertise meet the selection criteria)
- **1 x Curriculum Vitae** (no more than 3 pages and including the names of two referees).

The salary will range between \$76,000 to \$83,000 (+ 9.5 super) based on the skill and experience of the successful applicant. The position offers a range of opportunities to develop international networks and travel to a range of international locations including Malaysia for the 8th World Summit on Arts and Culture in March 2019.

IFACCA is not in a position to assist with any costs or arrangements associated with relocation from interstate or overseas. However, we encourage applicants from all cultural backgrounds to apply.

If you wish to discuss your interest in the position, please contact Magdalena Moreno Mujica, Executive Director, on 02 9215 9048 or jobs@ifacca.org.

Applications must be submitted by 3pm on **Tuesday 15 August 2017***.

*Please note that interviews will be conducted on 17 and 18 August.

Communications and Engagement Manager Profile Brief

WHO WE ARE

The International Federation of Arts Councils and Culture Agencies (IFACCA) is the global network of arts councils and ministries of culture, with member organisations in over 70 countries. Our vision is a world in which arts and culture thrive and are recognised by governments and peoples for their contribution to society.

Our Secretariat provides services, information and resources to member organisations and their staff - from senior executives and policy makers, to researchers, grant makers and administrators - as well as the wider community. For further details on IFACCA's Strategic Plan 2015-2020, see www.ifacca.org.

The Secretariat's office is located at the Australia Council for the Arts in Surry Hills, Sydney. The team consists of five full-time staff in Sydney. After 16 years under the stewardship of Sarah Gardner, IFACCA has recently appointed Magdalena Moreno Mujica as the new Executive Director to lead the next phase of IFACCA including the delivery of the 8th World Summit on Arts and Culture in Malaysia. The Communications and Engagement Manager role is part of the new restructure.

In addition, IFACCA contracts two regional coordinators based in Barcelona (for Europe) and Dar es Salaam (for Africa) to deliver on key regional projects as well as other contractors to deliver in specific services.

POSITION PROFILE

Position:	Communications and Engagement Manager
Reporting to:	Executive Director
Business Unit:	IFACCA Secretariat, Sydney, Australia (located within the Australia Council offices in Surry Hills, NSW)
Engagement:	Fixed Term Contract – 18 months in the first instance, renewable
Date of effect:	1 September 2017 (or by negotiation)
Probation period:	Three months

POSITION PURPOSE

The position of Communication & Engagement Manager is responsible for the development and implementation of a range of engagement strategies across IFACCA:

- Manage IFACCA's communications strategy including the preparation of content, production of materials across all media, liaising with IFACCA's members, partners and wider network.
- Guide, inform and manage IFACCA's new members and stakeholder engagement agenda.
- Develop and manage IFACCA's partnerships plan by building international support.
- Be a key contributor in the delivery of IFACCA's projects, services and events in accordance with the Strategic Plan 2015-2020.
- Support the Executive Director in the development of the Strategic Plan 2021-2025 and participate actively as a team member.

KEY ACCOUNTABILITIES

1. COMMUNICATIONS

Manage the implementation of the communications strategy 2015-2016 including:

- a. Update and monitor the strategy, and development of sub-strategies relating to membership, partnership development and to IFACCA's digital presence
- b. Ensure the smooth implementation of IFACCA's new corporate website, the Summit website www.artsummit.org, and in liaison with the web developer and the site designer; and in liaison with the IFACCA secretariat team
- c. Write, edit and proofread reports, fact sheets and other corporate documents.
- d. Research, write and produce promotional material including for ACORNS, IFACCA editorials, social media, presentations, videos and other publications designed to keep members and the IFACCA network up-to-date with IFACCA's activities
- e. Monitor, search and select news on arts/cultural policy from newsletters and other news sources for publication in fact sheets, on the IFACCA website and social media
- f. Liaise with members and IFACCA's network regarding membership payments, generation of news items and promotional items
- g. Liaise with media and cultural network newsletter editors where required.

2. MEMBER AND STAKEHOLDER ENGAGEMENT

Develop and manage IFACCA's membership engagement system, liaison with members and other key stakeholders and report on key developments to the board:

- a. Manage the membership program and contribute to developing member campaigns.
- b. Develop and maintain relationships with members and key partners
- c. Develop and implement the membership engagement framework and update the membership benefits matrix when required
- d. Develop initiatives to enhance member engagement and to encourage new members
- e. Manage preparation of Members Report (annually) and for the 8th World Summit.
- f. Prepare forward plan for corporate publications as required.
- g. Contribute to the delivery of innovative, responsive and accountable member services and programmes.

3. PARTNERSHIP AND DEVELOPMENT

Build international support for IFACCA and its projects including those with members, potential members, sponsors and private foundations.

- a. Develop the new partnership strategy in accordance with the new directions and priorities as set by the Executive Director informed by the IFACCA Board.
- b. Explore new opportunities to support the IFACCA's Knowledge and Analysis Programme.

4. DELIVERY OF PROJECTS, SERVICES AND EVENTS

Manage the communications delivery of IFACCA projects, services and events as part of the 2015-2020 Strategic Plan as well as support and contributor to the overall delivery, with particular attention to:

- a. IFACCA projects in particular those related to the World Summit on Arts and Culture.
- b. Communications and support of other international events (such as mini-summits and board meetings) including development of agenda papers, promotional materials; liaison with members, event participants, co-hosts and supporters; and correspondence
- c. Coordination of IFACCA development projects as required including preparation of funding applications and budgets.

- d. Assist in the delivery of the Knowledge and Analysis Programme including commissioning research, designing and monitoring surveys, preparing evaluation reports, analysing data, writing and editing reports and other related activities.
- e. Assist or undertake a range of administrative tasks in accordance with the position description and as required by IFACCA.

KEY CHALLENGES

- Delivering the highest quality written work, editorial and proofing for print and online purposes, in the context of competing workload priorities and an international, culturally diverse and multilingual audience.
- Undertaking a diverse range of communications, engagement and development responsibilities in an efficient and accurate manner with rigorous attention to detail and timelines, particularly during periods of high volume output.
- Maintaining a comprehensive record of all documents related to events, projects and communications tools, collateral and services, while managing multiple relationships with members, stakeholders and ongoing changes within IFACCA's network.

RELATIONSHIPS

Reports to: Executive Director (ED)

Supervises: With the restructure it may include supervising one staff (tbc)

Internal: Develop effective working relationships with secretariat team, regional coordinators, board members and IFACCA members (national and affiliate)

External: Develop effective working relationships with existing and potential international partners as well as external service providers (related to the role)
Develop effective working relationships with stakeholders and media (where applicable)

FREEDOM TO ACT

- The Communications and Engagement Manager will work closely with the Executive Director, to establish priorities and objectives.
- Solves problems on a daily basis.
- Works autonomously when required.
- Collaborates with the Research Manager as the two senior staff and may supervise one staff member in the near future.

CONTINUOUS REVIEW

A performance agreement will be developed, based on the key accountabilities outlined above, and a 360 performance assessment process will be undertaken each year during the term of employment. This will include a review of this Position Profile to reflect changes in the requirements of the role.

SELECTION CRITERIA

Essential

1. Relevant degree in communications, arts administration and/or other relevant tertiary qualification and/or an equivalent combination of relevant training, education and employment experience.
2. Demonstrated experience in establishing and maintaining productive relationships with clients, strategic partners, service providers, stakeholders and others who require services or information from the organisation as well as lead discussions with staff and board on communications and engagement matters.
3. Demonstrated proficiency in the highest quality written work, editorial and proofing for print and online purposes, in the context of competing workload priorities and an international, culturally diverse and multilingual audience.
4. Ability to demonstrate an excellent knowledge and application of project management, budget management, event databases and administration processes and procedures, and ability to work under pressure with excellent time management capabilities.
5. Demonstrated proficiency in working in an online environment in the delivery of multiple communications platforms and media.
6. Ability to manage day to day workload and projects with limited supervision as well as experience in working effectively within a small team.

Desirable

- Experience in working with government and/or the cultural sector.
- Fluency in Spanish or French.
- Experience in supervising junior staff

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