

Position Description: Communications and Administration Manager

Position Title: Communications and Administration Manager

Location: Remote and In-Person Hybrid; Four Winds Concerts, Barragga Bay (Bermagui)

Reports To: Executive Director

Employment Type: Permanent Part-Time (4 days per week)

About Four Winds

Four Winds is an extraordinary music destination located just 9mins from Bermagui, at the stunning Barragga Bay on the Sapphire Coast of NSW. Four Winds gives voice to people and place through music, in partnerships that expand creative and cultural horizons. Specialising in exceptional music experiences surrounded by nature, Four Winds often blends classical form with First Nations voices, young emerging musicians and powerful multi-disciplinary storytelling. The purpose-built site is home to the 160 seat 'Windsong Pavilion', an acoustically pristine building custom designed for the finest listening experience. Alongside the Pavilion is the Sound Shell, a 2,000-seat outdoor Amphitheatre used for larger scale festivals and events.

Each year, Four Winds presents between 30 and 40 events including live music concerts, festivals, residencies, workshops, donor events and programming days. Over the Easter Weekend, Four Winds presents a curated two days of classical music, and in late November our annual Spring Youth Music Festival. Four Winds events garner over 2,500 audience members across the year spanning the genres of classical, contemporary, folk, jazz, First Nations, Youth music and multidisciplinary storytelling.

Position Overview: The Communications and Administration Manager has a key role within the Four Winds Concerts team, responsible for overseeing and managing the administrative, marketing, and communication functions of the organisation. This role ensures that all aspects of event management, marketing, and internal communication are executed efficiently and effectively, supporting the overall success and growth of Four Winds Concerts.

Key Responsibilities:

1. Marketing:

- **Ticketing Management:** Collaborate with the Venue Manager to manage ticketing processes and reporting.
- **Promotional Partnerships:** Develop and secure cross-promotional relationships to enhance event marketing.
- **Artist Liaison:** Coordinate with artists to arrange interviews and promotional activities.
- **Marketing Strategy:** Plan, schedule, and execute marketing campaigns. Including the creation of e-newsletters, media releases and additional editorial and marketing style materials.
- **Photography and Videography:** Brief and liaise with photographers and videographers to ensure high-quality coverage of events, launches, residencies and workshops.
- **Media Management:** Interviews, editorial, paid advertising, collaboration. Write and distribute press releases, follow up with media contacts, and manage e-newsletter distribution.

- **Social Media:** Manage social media accounts, including planning, scheduling, posting, and engagement.
- **Graphic Design Coordination:** Work with our graphic designer to create and update website content, posters, and other promotional materials.
- **Website Management:** Ensure website content is current and relevant.
- **Event Listings:** Set up and maintain event listings on platforms such as ATDW, South Coast Experiences, and Bega Valley Shire Council.

2. Communications:

- **Artist and Manager Correspondence:** Maintain effective communication with artists and their managers for event-related content.
- **General Inquiries:** Respond to voicemails, phone calls, and general email inquiries for the organisation.
- **Donor Communications:** Support the Philanthropy Manager and Finance Officer with communications to donors.

3. Administration:

- **Ticketing Setup:** Configure ticketing systems for events and manage related reporting.
- **Reporting:** Provide regular updates and reports to the Executive Director.
- **Internal:** Staff Communication and Organisation Structure Management. This includes creation of meeting and timeline management, agenda and minutes.
- **Board and Foundation Reports:** Assist the Executive Director in compiling reports for the Board and Foundation.
- **Grant Applications:** Support the preparation of grant applications, including writing, gathering images, and collating materials.
- **Document Management:** Maintain filing systems and document reviews, articles, photos, and videos.

Qualifications and Experience

Necessary:

- Proven experience in administration, marketing, and communications, preferably within the arts or events sector.
- Exceptional written and verbal communication skills.
- Advance skills with Outlook, OneDrive and Canva
- Ability to take initiative and work independently.
- Capacity to collaborate effectively with a diverse team and manage multiple projects simultaneously.
- Flexibility to work evenings and weekends as required for events.

Preferred Skills:

- Proficiency in social media management and marketing tools.
- Proficient skills with Salesforce and Google Analytics.
- Tertiary qualifications in Communications or a Bachelor of Arts.

Personal Attributes:

- Strong organizational and multitasking skills with a keen eye for detail.
- Passionate about the arts and community events.
- Proactive, solutions-oriented mindset with a positive attitude.
- Excellent interpersonal skills with the ability to build and maintain relationships.

Location:

- Reside within 1 hours' drive from Bermagui (Barragga Bay)
- Hybrid work options (role can be conducted between home and site at Executive Directors discretion)
- There is opportunity for professional development and training for local candidates in the process of developing the above qualifications and skills

Application Process: Interested candidates should submit a resume and cover letter outlining their relevant experience and qualifications to Executive Director Leigh Small via leigh.small@fourwinds.com.au

If you are seeking professional development to meet this role, please address your interest and in which areas, so that we can best accommodate candidates.

Please submit your application by November 01, 2024.

Applications will be reviewed on a rolling basis until the position is filled.

The position's start date is Monday 25th November, 2024.