



## **Role Description**

### **Marketing & Media Officer**

#### **About Paper Mountain**

Paper Mountain is an artist run initiative operating from Whadjuk Noongar Boodjar (Perth), dedicated to supporting emerging artists, building exploratory creative practices and presenting community arts work. We offer studios for hire, a curated gallery program, co-working spaces, creative workshops and events. We hope to build a supportive and friendly community of creative workers from many backgrounds.

#### **POSITION**

<b>Role:</b>	Marketing & Media Officer
<b>Location:</b>	Upstairs, 267 William St, Northbridge WA 6003
<b>Commitment:</b>	5 - 10 hours/week or as needed by the organisation
<b>Last Updated:</b>	January 2020
<b>Reports to:</b>	Communications Manager

As Marketing & Media Officer, you will work closely with the Communications Team to produce marketing, communications and promotional campaign material with a consistent voice and aligned to Paper Mountain's vision and values. The mission of the Marketing & Media Officer is to continually engage with and grow Paper Mountain's audience, promote various events and opportunities happening at Paper Mountain, and contribute to strategic marketing planning. The ideal candidate will have a strong understanding of basic marketing principles and the arts industry.

#### **RESPONSIBILITIES**

- Copywriting and editing for Paper Mountain's marketing collateral including copy for exhibitions and other Paper Mountain produced events.
- Preparing and publishing regular email newsletters and exhibition invitations to our mailing list (via Mailchimp), and subscriber list management
- Social media management
- Uploading and managing content on the Paper Mountain website using Wordpress CMS
- Documentation of artworks in gallery for web use
- Organising the media release for programmed exhibitions
- Develop and manage Paper Mountain's communications strategy, including: Paper Mountain's website, printed material, social media, email, and original content creation.
- Ongoing research for new marketing opportunities

## **RELATIONSHIPS**

- Communications Manager
- Graphic Designers
- Web Administrator
- Gallery Manager
- Events Coordinator

## **SELECTION CRITERIA**

- Excellent communication skills in written form and interpersonal interactions
- Fluency with visual arts language
- Sharp attention to detail
- Highly organised
- Self-driven, proactive, and responsive
- Can manage time effectively and consistently meet deadlines
- Experience promoting via social media
- MailChimp and WordPress experience desirable

## **BENEFITS OF TAKING ON THIS ROLE**

We acknowledge that this is a volunteer role and is entirely unpaid. Without the Paper Mountain volunteer roles we could not exist. You are here to help lift up our organisation and in return we want to support you:

- Access to Paper Mountain's professional networks.
- Mentorship and skills development in arts management.
- Access to Paper Mountain's co-working space and facilities, including:
  - 24 hour access.
  - WiFi, printing and photocopying, kitchen, workshop facilities.
  - Discounts on events, workshops and seminars.
  - A sense of wellbeing that comes from being part of a safe space with a growing creative community.