

**Bruthen Blues & Arts Festival February 2018**  
**Presented by the Bruthen Arts & Events Council Inc**

**Expression of Interest**

**Bruthen Blues & Arts Festival February 2018 - Coordinator of Free  
Publicity**

**Bruthen Blues & Arts Festival February 2018 - Coordinator of Paid  
Advertising**

The Bruthen Arts & Events Council Inc is seeking a Coordinator for Free Publicity and a Coordinator for Paid Advertising for the 2018 Bruthen Blues & Arts Festival, and will accept applications for either of the above roles, or one application for both roles.

These roles will liaise closely with the Festival Committee, (a sub-committee of the Bruthen Arts & Events Council Inc., responsible for the organisation and running of the Festival), in particular the Festival Coordinator, the Artist Team, the Social Media Manager, and Website Manager.

All content for publicity (adverts, radio scripts, event listings & press releases) are to be developed in conjunction with, and approved by the Festival Committee prior to publication.

All media content remains the property of the Bruthen Arts & Events Council Inc. Examples of previous years publicity content will be provided.

The Committee encourages suggestions for new ideas for publicity.

**Coordinator of Free Publicity**

***Tasks & Responsibilities***

1. Press releases
  - a. Collect content (text and photos) from relevant committee members
  - b. Draft press releases for review and approval by committee
  - c. Liaise with media outlets to provide press release content within appropriate timeframes. Typically, initial press release circulated in Sept-Oct 2017, followed by a series of approximately 8-10 press releases between November 2017 and February 2018. (Recommended schedule be will be supplied to successful applicant)
2. Free radio coverage
  - a. Contact key local and regional radio stations in Aug-Sept 2017 to discuss the potential for partnership/sponsorship for free adverts, promotion and on-air interviews or features
  - b. Explore other options for free radio coverage or community event notice boards.
  - c. Provide radio scripts and on-air content as required
3. Submit festival details for free event listings Aug-Sept 2017. (a list of suggested event listings will be supplied to successful applicant)

### ***Deadlines and workload***

Tasks to be carried out between August 2017 and February 2018, with the majority of the workload occurring after November 2017.

Workload is estimated to be approximately 28 hours across this time.

### ***Accountability and Reporting***

Deliverables of the position will be clearly shown in the 2018 Planning Calendar, and Contract of Service.

The Chair of the Festival Committee holds overall responsibility for the position, and will liaise directly with the Festival Coordinator over accountability and any other issues that arise. Failure to meet deliverables may result in termination of contract services.

### ***Contract Remuneration – Coordinator of Free Publicity***

The Bruthen Arts & Events Council Inc. offers remuneration for contract services of \$700. An ABN is required and payment will be made in the following stages on receipt of invoice.

Stage 1	Event listings, media partnerships established, and media press releases distributed – December 2017	50%
Stage 2	Final report on all free publicity undertaken, provision of full suite of material for archive. – February 2018	50%
		<b>100%</b>

### ***Key Selection Criteria***

- Excellent writing skills
- Good computer skills
- Good communication and organisation skills
- Ability to liaise with a wide range of people, both within and without the Committee
- Reliable Internet and email access essential

## **Coordinator of Paid Advertising**

### ***Tasks & Responsibilities***

1. Seek out suitable publicity options including magazine, television, radio, print media and websites.
2. Determine the most effective publicity options within the budget.
3. Liaise with advertisers to book advertising and supply suitable content.

### ***Deadlines and workload***

Tasks to be carried out between August 2017 and February 2018, with the majority of the workload occurring between September and December 2017.

Workload is estimated to be approximately 25 hours across this time.

### ***Accountability and Reporting***

Deliverables of the position will be clearly shown in the 2018 Planning Calendar, and Contract of Service.

The Chair of the Festival Committee holds overall responsibility for the position, and will liaise directly with the Festival Coordinator over accountability and any other issues that arise. Failure to meet deliverables may result in termination of contract services.

### ***Key Selection Criteria***

- Excellent writing skills
- Time management
- Ability to adhere to tight timelines
- Good computer skills
- Good communication and organisation skills
- Ability to liaise with a wide range of people, both within and without the Committee
- Reliable Internet and email access essential

### ***Contract Remuneration – Coordinator of Free Publicity***

The Bruthen Arts & Events Council Inc. offers remuneration for contract services of \$625. An ABN is required, and payment will be made in stages on receipt of invoice.

Stage 1	On presentation of detailed publicity plan and budget - end September, 2017	50%
Stage 2	Final report on all paid advertising undertaken, provision of full suite of material for archive – February 2018	50%
		<b>100%</b>

## **Expression of Interest Submissions**

Please submit a brief EOI proposal, no more than 3 pages in length, and to include:

- A summary of relevant experience.
- A response to key selection criteria with applicable examples.
- Names and contact details of three referees.

**Please specify in your proposal if you are applying for either Coordinator of Paid Advertising, or Coordinator of Free Publicity, or both roles.**

EOI proposals should be submitted by email to arrive no later than 5pm, Friday, 7<sup>th</sup> July 2017 to: [evagrunden@bigpond.com](mailto:evagrunden@bigpond.com) using subject line: Publicity Coordinator, Free or Paid, EOI Submission.

You will be notified by return email that your proposal has been received.

For further enquiries or to arrange a confidential phone conversation, please contact Eva Grunden, Chair, Bruthen Blues & Arts Festival Committee at [evagrunden@bigpond.com](mailto:evagrunden@bigpond.com) using the subject line: Publicity Coordinator, Free or Paid, General Enquiry