POSITION DESCRIPTION

<table>
<thead>
<tr>
<th>Position Title</th>
<th>Art and Activation Officer</th>
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<tbody>
<tr>
<td>Award</td>
<td>Local Government Industry Award 2010</td>
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<tr>
<td>Level</td>
<td>7/8</td>
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<tr>
<td>Directorate</td>
<td>Community Engagement</td>
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<tr>
<td>Section</td>
<td>Marketing and Communications</td>
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<tr>
<td>Responsible to</td>
<td>Manager Marketing and Communications</td>
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<tr>
<td>(Immediate Supervisor)</td>
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<tr>
<td>Positions under</td>
<td>Nil</td>
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<tr>
<td>Direct Supervision</td>
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<tr>
<td>Positions under</td>
<td>Nil</td>
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<tr>
<td>Indirect Supervision</td>
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**VINCENT’S ORGANISATIONAL VALUES**

All employees are expected to work within City of Vincent values and display the following behaviours:

**Honesty & Integrity:** Treat others with respect, fairness, consistency, courtesy and honesty.

**Excellence & Service:** Provide a high level of customer service. Strive to learn. Actively seek and evaluate new ways of doing things. Lead by example.

**Teamwork & Commitment:** Work as a team and assist each other for the betterment of the City, its residents and visitors.

**Caring & Empathy:** Be considerate of others and believe in their ability. Encourage and acknowledge effort and initiative.

**Innovation & Diversity:** We encourage creativity, innovation and initiative to realise the vibrancy and diversity of our vision.
OVERALL OBJECTIVE OF THE POSITION:
To create artistic and culturally vibrant places for people, through strengthening community cultural connections, expressions and identity, and develop a sense of place.

SELECTION CRITERIA

1. KNOWLEDGE AND SKILLS:
   » Demonstrated ability to establish and build partnerships and strategic alliances.
   » Demonstrated reporting skills.
   » Demonstrated ability in writing succinct plans, reports and strategies.
   » Ability to work effectively with ambiguity, being flexible to changes in approach or direction, as required.

2. EXPERIENCE:
   » Experience in Marketing, Events, Creative Arts or similar field.
   » Demonstrated experience in the development and delivery of community arts and cultural programs and events.
   » Experience in the use of project management methodologies.
   » Experience in the development, implementation and project management of art and culture projects – desirable.
   » Knowledge of the workings of a Local Government – desirable.

3. QUALIFICATIONS AND/OR TRAINING:
   » Qualification in Marketing, Arts or similar, or equivalent experience.
   » Current “C” Class Driver’s License.

RESPONSIBILITIES:

1. Outcome – Art & Activation Strategy
   » Develop strategies in collaboration with event organisers, to encourage events that drive economic activity to the City
   » Collaborate with Commercial and Community stakeholders to develop cost effective activation strategies
   » Work with Community Partnerships, Marketing and Place Managers to develop activation and events for Town Centres
   » Work with the Marketing team to develop traditional and digital strategy’s to deliver effective results and outcomes for activation
   » Develop Communication and Marketing strategies to support the success of arts and activation campaigns
   » Develop and manage project plans including budgets and risk management.
2. Outcome – Art, Town Centre & Space Activation

- Deliver measurable and effective campaigns and design outcomes to enhance the City’s brand, improve the vibrancy of the Town Centres and increase visitation.
- Identify and facilitate opportunities for community engagement and participation to strengthen arts and cultural connections and provide a sense of place.
- Facilitate the development of sponsorship proposals with commercial partners.
- Deliver innovative sponsorship proposals, which foster positive partnerships and build on shared objectives.
- Identify and pursue grant, sponsorship and funding opportunities for initiatives that foster arts development within the City, and develop sponsorship and funding agreements.
- Compile and analyse data to consider project deliverables in relation to the ROI.
- Implement resolutions of Council and support the reporting on progress of action taken.
- Manage the arts budget including coordination of the procurement of murals and public art.
- Support and work on art projects in the City.
- Manage, commission and promote the City’s public art collection.
- Liaise with stakeholders to ensure new and innovative arts and cultural events and projects are brought to the City that have a positive branding and economic development impact on Town Centres.
- Support delivery of the local community engagement campaigns through activities that support delivery of arts programs – eg art launches, business consultations.

4. Outcome – Stakeholder & Partnership Management

- Identify and develop strategic partnerships between the City, Town Teams, residents, property owners and local businesses, agencies and community groups to encourage local involvement in arts and activation projects.
- Maintain a high quality of customer service experience between stakeholders, advisory group members, business owners and the City to drive events into the City.
- Establish and maintain strong networks across the organisation and with key external stakeholders to protect and enhance the reputation of the City.

5. Outcome – Continuous Improvement

- Work with the Marketing team to find ways to leverage and generate content (media, social, image) from arts and activation projects.
- Monitor and evaluate impact and value from programs, services and partnerships to facilitate service-delivery improvement.
- Contribute to the improvement and development of operational processes and council policies.

5. Outcome - Administration and Policy Development

- Contribute to the development of arts and activation related policies and procedures that determine the City’s direction and relative involvement.
- Coordinate the Arts Advisory Group.
- Contribute to the development of relevant strategic, business and action plans and policies as they relate to arts and activation projects.
6. Outcome – Occupational Safety and Health

» Ensure that any workstation/area is maintained in a safe, clean and tidy condition, so that risk of accidents occurring is reduced to a minimum.
» Exercise a duty of care to understand the need to work in a safe and efficient manner, having regard to their own safety and that of others.

7. Outcome – Equal Opportunity and Diversity

» Be aware of the principles of Equal Opportunity and Diversity.
» Ensure the workplace is free from discrimination, harassment and bullying.

ORGANISATIONAL RELATIONSHIP

The degree of supervision received by this position is predominantly:

» General – with general instruction as required

The following positions or bodies, internal/external to the organisation, are liaised with in order to fulfil the requirements of the position.

Internal

» All employees

External

» Mayor and Councillors
» WA Local Government Association
» Department of Local Government and Communities
» Other Local Governments
» Other Federal & State Government Departments
» Commercial businesses
» Professional Consultants
» Customers (Ratepayers)

EXTENT OF AUTHORITY

The limits of authority within which this position operate are:

This position:

» Works under general guidance from the Senior Projects and Improvement.
» Operates within the limits of the City’s policies and relevant legislative constraints.

This position may give direction (either directly or indirectly) to:

» Project teams
» Town teams

This position may exert influence in the following areas:
» Budget process.
» Development of systems.
» Development of programs and activities.

This position is required to undertake:

» Creative problem solving within the bounds of established policies and procedures.

This position may make recommendations on:

» Matters within the scope of marketing and events
» Implementation of new activations
» Development of policy in relation to area of function.

This position may approve and officially sign the following documents for/on behalf of the Council (internally or externally) within the limits of delegated authority:

» Acquittal of grant monies.
» Purchase requisitions.
» Accounts of payment.

CERTIFICATION

This Position Description is an important document and it may be used as part of the performance appraisal process, for job design/improvement, for classification or succession planning.

Position Title: Art and Activation Officer
Position Description prepared by: Marketing and Communications Manager
Position Description effective from: October 2017