

POSITION DESCRIPTION

Position:	Umbrella Coordinator
Type of Appointment:	Permanent Part Time 6 months mid Feb to mid Aug 2017
Salary:	\$50,000 Pro Rata 0.8 (plus 9.5% superannuation)
Responsible to:	General Manager Music SA
Location:	St Paul's Creative Centre

Purpose of Position:

Umbrella: Winter City Sounds is a live music festival held in the city of Adelaide from the 14th to the 30th July 2017.

Umbrella: Winter City Sounds comprises two components:

1. Curated live music projects
2. Open access live music events

The Umbrella Coordinator is responsible for number 2 above, by increasing the number and diversity of live music event registrations for 2017.

The Umbrella Coordinator works closely with the Umbrella Programmer and Umbrella Marketing Manager to ensure that **Umbrella: Winter City Sounds** is well organised, well communicated and well attended.

In 2016 the inaugural **Umbrella: Winter City Sounds** delivered 260 live music events across 60 venues and locations in Adelaide.

Position Objective:

The role is responsible for the planning, organising and assessment of the 2017 **Umbrella: Winter City Sounds** live music events open access program.

This role is part of a small team comprising the Umbrella Coordinator, the Umbrella Programmer (Curated Projects), the Umbrella Marketing Manager and the Umbrella Publicist. It is essential that all incumbents work together as team players, communicate well and take direction from the General Manager.

Key Responsibility Areas:

1. Arranging and delivering public information sessions for musicians, promoters and venues.
2. The EOI and registration processes.
3. Website preparation and maintenance including registrations and program details.
4. The Master Program of open access events.

5. The Printed Program including liaison with the program supplier to provide required information and materials.
6. Partnerships especially involving regular planning and communication with Guitars in Bars and Adelaide City Council staff.
7. Liaison with precinct associations to build event registrations.
8. Liaison with hotel concierges and tourism operators to put together tour packages.
9. Assistance in coordinating AIR awards showcases.
10. Dealing with queries from musicians, promoters and venues.
11. Stories and materials for the publicist.
12. Assistance with the Umbrella launch - both marketing and operational.
13. Regular communication and updates to musicians, promoters and venues.
14. Securing advertising and sponsorship where required and making approaches to people and businesses to support Umbrella.
15. Attendance at workshops for Curated Projects.
16. Post Umbrella survey and collection of assessment data from registered events.
17. Moshtix liaison re ticketing procedures, assistance and promotion.
18. Preparation of Umbrella playlists and competitions.
19. Organise distribution of the Printed Program in conjunction with the Marketing Manager.
20. Regular meetings with the Marketing Manager and supply of information and materials.
21. Servicing of registered events during the festival.
22. Communication with the SA Tourism Commission as required.
23. Regular reporting updates to the General Manager and ability to follow direction.
24. Assistance with the Acquittal Report.

MUSIC SA Team Behaviours

- Respect the office environment by helping to maintain equipment, facilities and supplies in a safe and clean condition.
- Promote awareness of and compliance with anti discrimination principles.
- Actively and positively participate in planning process by willingly contributing ideas across work areas.
- Actively and positively participate in an annual performance review by preparing and discussing achievements and future job objectives and desires.
- Keep abreast of technology and customer/job demands through relevant training.
- Devoting set times to attend regular staff meetings.
- Communicating at all times with respect, diplomacy and discretion
- Celebrating individual and team achievements.
- Be a helpful team player by answering phones, cleaning common areas, and working on other peoples' projects where possible.
- Commitment to WHS and Child Safe practices.

Essential Requirements:

1. Understanding of the music industry or wider arts and events sector in SA.
2. Demonstrable experience in at least three of the following roles: event planner or coordinator, marketing officer, bookkeeper, IT consultant, office manager, graphic

designer, project manager, hospitality worker, trainer/tutor, promoter, musician, customer service officer, grants administrator, administration, production coordinator or arts project officer

3. Demonstrable ability and desire to develop and manage a diverse range of projects and programs in the contemporary music industry
4. Proven ability to communicate verbally and in writing with people from diverse backgrounds (artists, practitioners, promoters, students, stakeholders, staff and board members), and being able to demonstrate respect, diplomacy, discretion and good humour as circumstances require.
5. Proven high level of literacy, computing skills, database and website management.
6. Proven ability and desire to prioritise work and complete tasks on time and meet strict deadlines with minimum supervision.
7. Understanding of profit margins, budgeting, revenue and expense control.
8. Commitment to programs and projects underpinned by access and equity principles.
9. Success in securing sponsorship cash or in-kind.
10. Willingness to think creatively to develop innovative solutions to problems.
11. Demonstrated ability to design, document and maintain excel and word documents.
12. Demonstrated experience in talking to clients, listening to their needs and presenting ideas and solutions to their requirements.
13. Ability to be calm under pressure as many things can go wrong during an event, and something eventually will.
14. Knowledge of risk management processes.
15. A post secondary qualification in business, marketing or event management or related discipline and/or the equivalent of up to 10 years experience in the delivery of events or arts projects.

Special Conditions:

- A computer and office resources will be provided
- Flexible hours can be negotiated
- No overtime, however significant out-of-hours work will be rewarded with time off as negotiated with the General Manager
- Professional development will be provided as negotiated
- A driver's licence is favourable
- Work related expenses, including telephone expenses, will be reimbursed