

Role Title: COMMUNICATIONS & ENGAGEMENT TEAM 2iC (2 x roles)

Team: Communications & Engagement

Role Purpose:

- To lead, develop and coordinate Burning Seed communications policies and projects in the following areas:
 - Communicating key messages to the Burning Seed community
 - Liaising with internal teams to develop comms updates and messages
 - Social Media platforms (Content & Design)
 - Responding to emails at the main comms email address
 - Blog posts to the Burning Seed website
 - Newsletters and updates to the community
 - Liaising with the Web Design Team Lead on creative projects for the website

Key Deliverables:

- Establish, maintain and promote collaborative working relationships with Burning Seed teams to promote identified initiatives;
- Motivate, coach and develop skilled volunteers to lead and support projects in each respective 2iC portfolio area;
- Oversee project planning and implementation to ensure best practice services and ensure communication projects support overall comms and event objectives;
- Monitor and raise early awareness of any project delivery risks;
- Contribute to shaping, monitoring and evaluating Burning Seed's communication strategies to engage key stakeholders in a positive understanding of the event;
- Ensure delivery of accurate, timely and high quality information and promotional material including newsletter, social media, web and publications;
- Contribute to a team culture that is supportive, respectful and collaborative.
- Primary Comms client management responsibility (in 2018) for each of:
 - Crew Wranglers; DPI; Rangers; PEER; Effigy; Indigenous Liaison; Greeters;
 - Theme Camps; FART; RedMV; Centre Camp; ARTery; LNT; Temple.

Key challenges

- Operates in a volunteering environment - individual commitments can be irregular and this can present issues for meeting deadlines and delivering end to end projects;
- Not for profit organisation = very limited budget - can be difficult to source and or deliver high quality materials;
- Managing contentious issues - applying diplomacy, confidentiality and sound judgment to advise on sensitive or controversial issues, with appropriate response;

Time Commitment:

- Between 3-7 hours a week from mid October to end July, increasing from August to end September to between 6-10 hours a week or more. On call shifts on-site.
- Comms 2iC for any given year must attend Burning Seed in that year.

Agreed by: Andy Goodyear aka Twinkle Toes and X

Approved by: Andy Goodyear aka Twinkle Toes (Comms Facilitator)

Filed with Crew Wranglers: 7 December 2017