

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

Team: Comms / Communications & Engagement

Overview of Team

The 'Communications and Engagement Team' is seen as the traditional communications team at Burning Seed. They are responsible for all aspects of community engagement including managing our social media, writing blog posts, communicating key messages to the community and acting as a liaison between the organisers and attendees. The team consists of a Team Lead, 2 x 2iC's and contributors as required.

Role Purpose:

The role of the Communications & Engagement Team 2iC is to support the Team Leader in leading, developing and coordinating Burning Seed communications policies and projects. The 2iC role will focus on the following areas:

- Being the public face of Burning Seed communications
- Communicating key messages to the Burning Seed community
- Liaising with internal teams to promote and communicate initiatives and updates
- Managing social media platforms & responding to enquiries & questions via messenger
- Blog writing for the news and views section on the Burning Seed website
- Sourcing contributors to write blog posts and articles
- Liaising with the Web Content/Design Lead in creative projects for the website

Key Deliverables of Role:

- Establish, maintain and promote collaborative working relationships with Burning Seed Team Leads and their teams to promote identified initiatives;
- Motivate, coach and develop skilled volunteers to lead and support projects;
- 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.

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 4-8 hours a week mid October to end July, increasing from August to end September to between 6-12 hours a week or more. On call shifts on-site.
- Comms Team 2iC for any given year must attend Burning Seed in that year.

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

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

Filed with Crew Wranglers: 24 January 2018