

## **Role Title:** Australian Folk Music Awards Coordinator

**Reports to:** Designated Projects Leader and Folk Alliance Committee

**Period of Engagement:** The role commences on April 22, 2025 and is designed to go for 24 months.

This job description and allocated hours apply to the first year of work, with a review at the end of the year to assess performance, project needs, and potential adjustments. Tasks and hours subject to change based on this review.

**Rate of Pay:** \$45.00 per hour (Casual rate), for up to 192 hours of work across the year, plus Super contributions

To apply, please send an EOI and CV to [president@folkalliance.org.au](mailto:president@folkalliance.org.au)

## **Role Overview**

The Australian Folk Music Awards Coordinator is responsible for coordinating and delivering the annual Australian Folk Music Awards (Australian Folk Music Awards). This role involves managing all aspects of the event, including tracking nominations, coordinating event logistics, securing sponsorships, marketing the event, and compiling post-event reports.

## **Key Responsibilities**

### **Awards Process & Administration**

- Track nominations as they come in via the website and provide a weekly update to the Board via email.
- Provide administrative support in compiling and maintaining a comprehensive Panellist Database with up-to-date contact information.
- Liaise with nominees, website, and radio to manage the People's Choice Award Playlist.

### **Event Management & Logistics**

- Book acts for the concert, including a Welcome to Country, featured acts, and award winners.
- Liaise with the venue to manage online ticket bookings.
- Liaise with artists, speakers, and contracts for the event.
- Develop and manage the event run sheet.

- Organise live streaming and YouTube coordination with an external company.

## **Sponsorship & Partnerships**

- Identify new sponsors, partnerships, and funding opportunities.
- Establish partnerships with record labels, community groups, and youth development organisations to encourage first-time nominees to participate in the awards.

## **Diversity & Inclusion**

- Implement targeted outreach strategies to engage underrepresented artists, including First Nations musicians, culturally diverse performers, and emerging artists.
- Ensure broader participation in the Australian Folk Music Awards through inclusive outreach efforts.

## **Marketing & Promotion**

- Develop and implement marketing strategies, including social media, newsletters, and industry outreach, to increase visibility and engagement with Australian Folk Music Awards.
- Launch the Awards Nomination process promotion starting in May.
- Promote ticket sales for the event.
- Design marketing materials for online publication, including Award Nominations, event promotions, and Winner announcements post-event.
- Run Meta Advertising for the event.
- Design and publish Winner announcements online on the night of the event.
- Write media releases for announcing Finalists and Winners after the event.

## **Post-Event Evaluation & Reporting**

- Document outcomes in line with KPIs in a post-event report.
- Propose improvements and recommendations in the final report.

## **Youth Artist Engagement**

- Recruit and encourage more youth artists to participate in the Australian Folk Music Awards.
- Facilitate performance opportunities for youth artists at Australian folk festivals to support their artistic growth and industry connections.

## **Key Skills & Experience**

## **Essential**

- Proven experience in event/arts management or coordination, preferably within the music or arts sector.
- Strong organisational skills with the ability to multitask and meet deadlines.
- Experience with digital marketing, including social media advertising and content creation.
- Excellent communication skills and experience with organisational software.
- Ability to work both independently and collaboratively while maintaining confidentiality.

## **Desirable**

- Familiarity with Australian folk music and industry networks.
- Experience in sponsorship and partnership development.
- Knowledge of live event production, including booking artists and managing event logistics.

## **KPIs & Performance Metrics**

### **Successful Delivery of the Australian Folk Music Awards**

- All event logistics, audience-building efforts, sponsorships, and partnerships executed on time and within budget.
- Increased attendance and industry engagement compared to previous years.
- Positive feedback from attendees, nominees, and industry stakeholders.

### **Partnership & Sponsorship Growth**

- Secure at least three new sponsors or funding partners for Australian Folk Music Awards annually.
- Increase total sponsorship revenue by 15% year-on-year.

### **Marketing & Promotion Impact**

- Increase Australian Folk Music Awards social media and email marketing engagement by at least 20% annually.
- Expand media coverage of Australian Folk Music Awards across at least three additional music or arts publications.

### **Efficient Awards Process**

- Complete all nomination and judging panel processes according to set timelines.
- Increase artist nominations by at least 10% compared to the previous year.

### **Post-Event Evaluation & Reporting**

- Submit a comprehensive event evaluation report within four weeks post-event.
- Include audience data, financial performance, and feedback from panellists (through the Panel Convenor).
- Provide photos and video documentation to the Board and project officers.

### **Youth Artist Engagement**

- Successfully facilitate at least two performance opportunities for young folk artists annually.
- Increase youth engagement in Australian Folk Music Awards initiatives through targeted marketing efforts.
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