

## **Role Title: Festivals Network 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 170 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 Festivals Network Coordinator is responsible for establishing, coordinating, and maintaining the Folk Festivals Network for Folk Alliance Australia.

This role focuses on building a communication platform for festival organisers, facilitating industry discussions, planning skills workshops, and advocating for the folk festival sector.

## **Key Responsibilities**

### **Communication Channel Development & Management**

- Design a communication channel for festival organisers to submit to the Board (e.g., online resources, chat rooms, knowledge-sharing platforms).
- Establish and maintain the communication channel.
- Ongoing moderation and activation of the communication channel to ensure it is a vibrant and useful platform (approx. 1 hour per week).

### **Industry Engagement & Collaboration**

- Organise and facilitate online and in-person meetings, roundtables, and strategy sessions for festival organisers based on industry needs.

- Represent the network's interests in discussions with music industry bodies, government agencies, and funding partners.
- Attend board meetings to provide updates on the network's activities.

## **Skills Development & Workshops**

- Plan and deliver industry workshops on relevant topics such as funding, sponsorship, programming, ticketing, and marketing.
- Develop mentorship and professional development initiatives for emerging folk musicians.

## **Festival Organisers Conference 2026**

- Lead the planning and execution of the Folk Festivals Organisers Conference in 2026.
- Secure funding partners or sponsors for the conference.
- Ensure engagement from at least 20 festival representatives.

## **Resource Creation & Network Growth**

- Develop and maintain a central database of festival contacts, best practices, and industry trends.
- Create a strategy for marketing Folk Alliance Australia and building membership through festivals.
- Maintain an active communication channel with festival organisers and provide at least four network-wide email updates per year.

## **Key Skills & Experience**

### **Essential**

- Familiarity with the Australian folk festival landscape.
- Strong facilitation and stakeholder engagement skills.
- Ability to develop and implement workshops.
- Knowledge of funding, sponsorship, and festival operations.
- Excellent written and verbal communication skills.

### **Desirable**

- Familiarity with the Australian folk festival landscape.
- Experience with database and online platform management.
- Marketing or membership development experience in the arts sector.

# **KPIs & Performance Metrics**

## **Communication Channel Activation & Engagement**

- Successfully establish and maintain a functional online communication platform.
- Ensure consistent engagement and moderation to keep the platform active and useful.

## **Industry Engagement & Skills Development**

- Organise at least six online or in-person meetings per year with festival organisers.
- Deliver at least three skills development workshops annually.
- Achieve an 80% satisfaction rate in post-workshop participant surveys.

## **Festival Organisers Conference 2026**

- Successfully plan the conference with a draft by the end of 2025
- Secure at least two funding partners or sponsors for the event.

## **Network Growth & Representation**

- Increase festival participation in Folk Alliance Australia by at least 10% annually.
- Secure at least three media mentions annually highlighting festival collaborations.
- Represent the Folk Festivals Network at relevant industry meetings and conferences.