

Role Title: Membership Development 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 254 hours of work across the year, plus Super contribution

To apply, please send an EOI and CV to president@folkalliance.org.au

Role Overview

The Membership Development Coordinator is responsible for growing Folk Alliance Australia's membership, strengthening marketing efforts, fostering partnerships, and enhancing available resources to support folk music in Australia. This role will focus on member engagement, digital marketing, sponsorship acquisition, and resource development.

Key Responsibilities

Membership Growth & Engagement

- Develop and implement a membership recruitment campaign targeting folk artists, festivals, and industry professionals.
- Develop incentives and benefits to increase member retention.
- Track and analyse membership data to identify trends and areas for improvement.
- Develop and implement strategies for growing the mailing list (using Mailchimp).
- Facilitate member engagement activities, such as webinars, networking events, and online forums tailored for artists.
- Develop campaigns for renewing lapsing memberships and re-engaging past members.
- Regularly communicate with current and potential members about the value of Folk Alliance Australia membership.

Marketing & Communications

- Develop and execute content strategies for Folk Alliance Australia’s website, email newsletters, and social media platforms.
- Keep Folk Alliance Australia’s social media platforms updated and utilize paid promotions (Meta advertising).
- Coordinate collaborations with media outlets and influencers within the folk music industry.
- Provide marketing data (e.g., monthly website analytics report) to the board at Board Meetings.
- Liaise with other Folk Alliance Australia roles and the board to support their projects through marketing strategies.

Partnership Development & Fundraising

- Identify and reach out to potential sponsors, industry partners, and funding bodies.
- Secure cross-promotional opportunities and in-kind assistance.
- Assist in the development of funding applications and grant proposals.

Folk Alliance Australia Online Presence & Resource Development

- Oversee updates to the Folk Alliance Australia website, ensuring it remains a valuable resource for members and industry professionals.
- Develop and manage the Australian Folk Touring Directory as a comprehensive resource for artists, venues, and presenters.
- Reach out to venues, festivals, and radio stations to be included in the Touring Directory.
- Regularly update and format the Touring Directory to keep information relevant and accurate.

Key Skills & Experience

Essential

- Strong understanding of arts administration, partnerships, and sponsorship acquisition.
- Excellent communication and relationship-building skills.
- Digital marketing and social media management experience.
- Ability to work independently while collaborating with a team.
- Familiarity with Mail Chimp software

Desirable

- Experience in membership development, marketing, or nonprofit fundraising.
- Knowledge of the Australian folk music sector and industry networks.
- Experience with grant writing and sponsorship acquisition.
- Familiarity with website management and analytics tools.