

<b>Position Title</b>	<b>Education and Engagement Officer</b>
<b>Status</b>	Part-time
<b>Classification Level</b>	SCEC Pty Ltd Certified Agreement 2022 Level 3
<b>Department</b>	Marketing
<b>Effective Date</b>	April 2025

## ABOUT US

Operated by the Sunshine Coast Events Centre Pty Ltd, The Events Centre is the leading performing arts centre located on the beautiful Sunshine Coast. We are a place where arts, entertainment and events come alive; where the community gathers to celebrate, learn, and connect.

We provide cultural leadership for the Sunshine Coast and enhance the liveability of the region by presenting a rich and diverse program of performing arts and events, enhancing local creative industries and vocational opportunities. We engage in programming and partnerships for the benefit of culture, tourism, and business, putting audiences, artists and community at the heart of everything we do.

We strive to be a beacon of inspiration, innovation, and inclusivity, fostering a sense of belonging, pride, and cultural vitality.

## VALUES AND BEHAVIOURS

The Events Centre aspires to be a values-driven organization. In a values-driven culture, we find alignment between personal values and the organisation's values, creating a unified and motivated team. Our values represent what we, as a collective, care about. Using them to guide our behaviours is critical to ensuring that we are working together and aligned to our purpose.

1. **INTEGRITY:** We work with honesty, responsible to our stakeholders.
2. **EXCELLENCE:** We are committed to the pursuit of quality in everything we do and strive to demonstrate best practice in managing our business, engaging with our diverse community and through presenting a broad range of programming and services.
3. **COLLABORATION:** We are empowered by teamwork, working consultatively both internally and externally, to pursue opportunities and find creative solutions.
4. **INNOVATION:** We embrace change and actively position ourselves to be informed of market, technical and programming developments, willing to take risks to strengthen and grow our business.
5. **POSITIVITY:** We take a positive outlook, bringing energy and enthusiasm to our work; doing what it takes and inspiring others to do the same.

## ABOUT THE ROLE

The Events Centre, Caloundra delivers performing arts productions and activities as well as business and community events. The Education and Engagement Officer will play a pivotal role in expanding and enhancing the reach of community specific and educational initiatives, including events, workshops and activations, with a focus on engaging diverse communities and schools across the Sunshine Coast.

This hands-on, collaborative position is ideal for an individual with experience in both education and the arts sector, committed to making a meaningful impact through creative learning initiatives that inspire and engage young people, educators, and communities. The ideal candidate will be a skilled communicator and passionate about driving arts education and community engagement, bringing together creativity, culture, and learning in all aspects of their work.

## RESPONSIBILITIES

- Build strong relationships and contacts with schools, educators, and various community groups (i.e. First Nations, Seniors etc.) to ensure relevance and appropriateness of promotion and programming to these groups.
- Grow attendance of schools and teachers at education aligned productions, events, and workshops through direct marketing channels.
- Work collaboratively with the marketing team to develop tactics and content to engage and attract young audiences and diverse communities.
- Develop curriculum aligned copy and resources for relevant events targeted to educators and students.
- Actively promote The Event Centre, Caloundra's activities in the community and education sector.
- Maintain an education and community database for use in marketing and program development.
- Be the key contact with schools, educators, and community groups, responding to email and phone enquiries and assisting with school group bookings.
- Provide general administrative support across marketing department.

*NOTE: An employee may be directed to carry out such duties as are within the limits of the employee's skill, competence, and training.*

## ROLE DIMENSIONS

### **Reporting line**

- To the Marketing Manager

### **Budget/Expenditure**

- Nominated business-as-usual expenses as agreed with the Marketing Manager

## KEY CRITERIA

We are looking for a creative problem solver with a positive 'can-do' attitude and a customer-centric approach. The Education and Engagement Officer will have:

- Qualifications in teaching or 2+ years' experience in a similar arts education role.
- Strong understanding of the Queensland and Australian Curriculum
- Highly developed organisational and time management skills and the ability to multi-task and thrive in a fast-paced environment.
- Outstanding communications skills with high level attention to detail and experience copywriting across multiple platforms
- High level computer literacy, including working knowledge of Microsoft Office, databases and project management software.

- Demonstrated ability to work as part of a small but nimble team to achieve strategic goals and to develop strong internal and external relationships
- Qld Working with Children Card (or ability to qualify)
- Current drivers licence – “C” Class
- After hours work may be required due to the nature of the industry

## ACKNOWLEDGEMENT

I, ..... , accept the position description as outlined above. I have been given an opportunity to ask questions about the contents and I understand the terms and conditions outlined in this document.

..... Date: ...../...../.....

**Signature of Employee**