



Electrofringe 2009 – Media & Publicity Officer

The role of Media and Publicity Officer will be responsible for the promotion of Electrofringe. This includes creating a promotion plan and time-line, building and maintaining relations with media partner organisations, maintaining and expanding the Electrofringe media contact list, creating press releases and updating the news section of the website.

This is a demanding role that will require an enthusiastic and motivated person looking for experience in media and marketing in the arts sector. The role includes activities in Newcastle during the festival and at least one visit to Newcastle in the lead up to the festival.

This is a demanding role but is mainly self-directed. Electrofringe is a volunteer run festival. As with all other people working on the festival, the media officer role attracts a small stipend in exchange for the time and effort they contribute.

Activities

- Negotiate sponsorship from radio, print and online media sources
- Create media releases and generate articles in print, radio and online media
- Maintain and add to the Electrofringe media contact list
- Handle media relations at the festival
- Create a detailed media report post festival including recording audio/visual broadcasts and scanning print media

Benefits

- Electrofringe will provide limited accommodation for the Electro-Projections curators during the festival
- Minimum stipend of \$400
- Experience working with an internationally recognised festival
- Opportunities to extend networks and to build new connections for future projects

To apply for this role please email a short biography of up to 100 words, a 1 page CV and a short letter of introduction to:

electrofringedirectors@gmail.com

Applications close Friday 24th July 2009.