

## Volunteer Position Description

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**Position Title:** MSA Department Experience:  
Monash University Student Theatre (MUST)  
Volunteer in PR & Marketing

**Unit:** Student Theatre

**Reports to:** MUST Artistic Director

**Effective Date:** March – October  
Or alternatively:  
March – June  
July - October

**Incumbent** \_\_\_\_\_  
**Signature** \_\_\_\_\_ **Date** \_\_\_\_\_

**APPROVED BY SUPERVISOR** \_\_\_\_\_  
**TITLE** \_\_\_\_\_  
**SIGNATURE** \_\_\_\_\_ **Date** \_\_\_\_\_

## ORGANISATIONAL CONTEXT

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### Monash Student Association:

Located at the Clayton Campus of Monash University the MSA is made up of elected student representatives who represent all Clayton campus students on general issues such as quality of education, course costs and student welfare, as well as specific issues such as women's affairs and queer affairs.

### Position Summary:

Monash Uni Student Theatre, or MUST, is a department of the MSA run by professional theatre makers that creates vibrant, innovative theatre by, with and for Monash students and the wider community. Overseen by a professional Artistic Director and Technical Manager, there are tons of opportunities for students to get involved in this community and our annual program of events.

The successful applicant will experience the running of an independent student theatre company. The applicant will be mentored by the Student Theatre Artistic Director and given the opportunity to apply and develop their event creation and their organisational skills. The applicant will be given the opportunity to assist in the planning and scheduling of student theatre productions. This experience will be beneficial to aspiring art or theatre creation workers, or students of creative, film, television or performing arts.

The volunteer will be supervised by and given the opportunity to volunteer alongside the Student Theatre Artistic Director. This position is located at the Association's offices at Clayton campus.

The volunteer can choose to complete the program from March to October (8 months) or within a 4 month period. The volunteer is free to end the program at any time. If requested by the volunteer, the term can be shortened or extended according to each student's needs. The *MSA MSA Work Placements and Internships* are limited to one volunteer each full-time term and two volunteers each part-time term.

At completion, the volunteer will receive a *Volunteer Certificate in Performance Arts (Student Theatre PR & Marketing)* and one reference letter from the MUST Artistic Director.

As per the *MSA Volunteer Reward Program*, for each hour that the volunteer is required they will be rewarded with .5 Reward Points. No more than 120 Hours/60 Reward Points can be claimed per term. To claim Rewards Points, the volunteer must record points using the *MSA Volunteer Position Log* (Form is located on the MSA Website).

## KEY RESULTS AREAS AND RESPONSIBILITIES

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### 1. Operational

- Volunteers are asked to:
  - Work with the Production Manager, Artistic Director and PR & Marketing team to create a PR and marketing plan – including deadlines – and to make every effort to ensure these deadlines are met
  - Create various ideas and concepts to publicise and market the show effectively
  - To oversee each element of the PR plan, undertaking many of the tasks and delegating others

- Contact various individuals, companies and entities regarding the production, ascertain appropriate ways they may be able to assist, and follow up on this contact
- Investigate and follow up on opportunities that may assist in marketing for the show
- Create and maintain relationships with people on and off campus that may assist in the wider marketing and publicity for MUST
- Assist the Director and Graphic Designer in creating and distributing a media release and media package which may include such things as a media release, poster and flyer images and promotional photography
- In some cases, hire a Graphic Designer and Photographer
- Communicate the PR plan effectively to the entire cast and crew, enlisting their enthusiasm and support and delegating certain duties to them (e.g. Creating a postering roster with the cast)
- Ensure all MSA, MUST and Monash guidelines are followed with respect to PR material creation and dissemination
- To supervise VIP invitations
- Communicate regularly, clearly and effectively with the relevant members of the production team and MUST staff regarding your progress, availability and needs and regularly share important production information
- Be committed to assisting in marketing and PR for the show in any way that may be appropriate e.g. postering, using social networking and spreading the word to various communities
- Be respectful and understanding of your fellow actors and members of the production team
- Complete one general maintenance hour per show (this requirement is designed to help everyone to keep areas tidy and functional)
- Maintain a safe work environment and standard of operation.
- Ensure a professional level of customer service is achieved at all times.
- Provide feedback to the Student Theatre Artistic Director regarding the forecasting and planning of other MUST productions.
- Ensure that established sanitation and safety standards are maintained.
- Provide support to the Student Theatre Artistic Director, Student Theatre Technical Manager and other MSA Volunteers.

## **2. Policy, Procedures, Quality and Systems**

- Contribute to policy or procedural initiatives.
- Ensure that the MSA volunteer policies and procedures are strictly adhered to.

## **3. People Management Requirements**

- Treat employees, customers and peers with honesty, fairness and respect.
- Demonstrate the values of Monash Student Association.
- Act in a manner that is consistent with Monash Student Association's culture, values and strategic vision at all times.

## **4. OH&S Requirements**

- Fulfil a series of OH&S requirements to ensure the safety and wellbeing of all cast and crew (a universal requirement of being involved in a show at MUST). These points are briefly outlined below, will be explained in more detail as necessary, and include:
  - Induction into the theatre space
  - Signing in and out of the MUST spaces
  - Registering as a volunteer with the MSA
  - Completing The Monash University online video safety induction
- Conducting your duties in a safe manner at all times, pursuing the avoidance of any injuries to yourself or others.
- Maintain a safe workplace in accordance with Monash University and Monash Student Association guidelines.
- Comply with all legislative OH&S requirements, including but not limited to, reporting all hazards immediately, reporting all incidents immediately, participating in OH&S training and ensuring all necessary licences, registrations and certificates pertaining to the role are in place.
- Correctly use Personal Protective Equipment (PPE) and other equipment when required.

### **KEY RESULTS AREAS**

- Works well in a team environment, both within the immediate area of responsibility and that of the wider Monash Student Association.

### **KEY SELECTION CRITERIA**

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#### **Essential**

1. Marketing and/or PR experience
2. Effective organisational and written and verbal communication skills.
3. Proficient communication skills at all levels.
4. Enthusiasm for working with and for students in the tertiary environment.

#### **Desired**

1. Theatrical knowledge and experience.

#### *Experience Not Required*

#### **Essential**

1. Current enrolment in an undergraduate degree at Monash University.
2. Comfort with face-to-face and telephone communication.
3. Experience in school or community theatre/media productions.
4. Experience and/or an interest in creative arts.
5. High level of computer literacy, preferably with sound skills in Microsoft Office.
6. Proven ability in completing a varied and complex workload in a timely and effective manner in conjunction with maintaining attention to details and accuracy.
7. Initiative in problem solving and recommending solutions to group goals.
8. Ability to deal efficiently and tactfully with sensitive and confidential matters.
9. Interpersonal skills, with demonstrated strong written and oral communication skills and the ability to develop and maintain constructive working relationships at all levels and across diverse groups.
10. Enthusiasm for working with and for students in the tertiary environment.

**Desirable**

1. Current enrolment in a qualification in performance arts and/or equivalent.
2. Current enrolment in a qualification in marketing and/or equivalent.
3. An understanding of the principles of not-for-profit organisation.

**OTHER JOB RELATED INFORMATION**

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*From time to time there will be a requirement to work outside the normal span of hours at critical pressure periods, such as during busy production periods. The mentee will be given the option to experience weekend and evening production.*

*This position is a volunteer role. No remuneration is provided for work undertaken.*

*MSA Volunteers may be eligible for the 'MSA Volunteer Certificate' as per the MSA volunteer policies and procedures.*