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## Bleached Arts Ltd

### Bleach\* Ambassador

Role Description
<b>Role Title: Bleach* Ambassador</b> <b>Employment Basis: Contract</b> <b>Salary Range: Honorarium</b>

#### ABOUT

Bleach\* is the Gold Coast Festival, taking place annually across the City in April. The program is one of Australia's leading and most exciting site-specific contemporary arts programs. Quintessentially Gold Coast, Bleach\* celebrates the city's most dynamic and adventurous artists, welcomes renowned Australian and international collaborators and engages a broad audience through a range of events. Utilising the Gold Coast's world-famous natural landscape as unconventional venues, Bleach\* aims to deliver incredible arts and cultural experiences that challenge expectations, change perceptions and provide a unique and authentic sense of place, inspiring both locals and visitors alike.

The 2019 Festival promises to be our most personal and playful yet, honouring our rituals and celebrating the magic of beginnings to herald a new era for the Gold Coast. As the beaches, waterways, parklands and civic gathering places becomes a playground for contemporary performance and installation, we call on you to come and play. Join us throughout April 2019 as we continue to dream and inspire our community and visitors through a 12-day festival of incredible artistic experiences. Bleach\* is your Gold Coast Festival.

#### THE ROLE : 2019 Bleach\* Ambassador

A successful festival would not happen without the generous support of volunteers and at Bleach\*, we have been fortunate to have worked with hundreds of superstars over the last 7 years. This year, we are doing things a little differently and would like to give 15 dynamic individuals the unique opportunity to be part of a brand-new initiative – The ***Bleach\* Ambassador Program***. Being a festival ambassador is a fantastic way for anyone with an interest in arts and events to get involved with a flexible, rewarding, short-term commitment. Whether you're a supporter of the arts, a student, a creative, or you just think it sounds like fun, this program will be a great experience.

- Our Bleach\* Ambassadors will be the face of the festival. You will be an important member of the Bleach\* team, with opportunities for varying roles to help deliver the 2019 festival over 12 days. This is a rewarding role for and crucial to aiding the Bleach\* team working behind the scenes, assisting in the office or on site at events.

If all that isn't enough, you will also receive an honorarium (payment) that corresponds with the number of hours you are available!

### **What roles are there?**

Specific roles will vary depending on events, Ambassador experience, skills and areas of interest but will include:

- Brand ambassador
  - o Proudly represent the festival, share the program, be an authentic voice across various platforms whether on site, face to face, or writing for social media.
- Assistance on site
  - o Help with event bump in and bump out on site, help where needed for the Site Managers and Producers, work behind the bars on site (must have an RSA), assist in small technical roles and with the placement of signage.
- Front of house
  - o Provide friendly customer service through working at the information tents, handing out programs, providing directional points to the audience. Fulfil the role of an usher and manage tickets at the doors and assist with meet and greet at events
- Online presence and reporting (Social media/influencer)
  - o Come along to shows and review them blogging your experience on Bleach\* website and social media channels
- Administration requirements in Bleach\* HQ at Currumbin
- Artist Liaison
  - o Meet and greet artists and performers on sites.

### **REPORTING RELATIONSHIP**

Reporting to the Operations Coordinator, you will be a part of a small and dedicated team that has a strong passion for arts and culture on the Gold Coast.

### **ADDITIONAL INFORMATION**

- Applicants must be aged 18 years or over
- Available for the following dates:
  - o Bleach\* Festival launch event - 7<sup>th</sup> February
  - o Briefing and training late March (date TBC)
  - o The month of April to assist with bump/bump out of sites
  - o A minimum of 24 hours across the Bleach\* Festival (17 – 28 April 2019)
- You won't need to be available for the whole time and if you need to juggle your regular job, no problem – there are plenty of sessions after hours and on the weekend.
- Must have a genuine and demonstrated interest in the arts or community events, demonstrated passion for positive promotion of the Gold Coast arts and culture scene
- Must be able to use social media and have their own social media presence
- Strong people skills with the ability to interact with people from the community, answering general enquiries
- Ability to liaise with VIPs if required
- Ability to take direction from Bleach\* staff members

- An RSA would be advantageous
- Current Qld driver's licence and your own vehicle to get around the Gold Coast during the festival

**Sound great? We think so! So, how do you apply?**

It's easy, but we need to know a little about you and why you'd like to work with us. Head over to our website and complete the simple online form.

<https://goo.gl/forms/qiMqBDIxdxa8M7I3>

Applications close: Friday 18 January 2019.