

South Australian Living Artists (SALA) Festival Program Coordinator Position Description



Title of Position: Program & Core Projects Coordinator –
maternity leave cover

Appointment: Full Time

Terms of contract: 12 months with potential to extend

Salary: \$65,000 - \$67,000 plus superannuation (depending on experience)

South Australian Living Artists Inc

1. Vision

SA's living visual artists' work is recognised locally, nationally and globally.

2. Purpose

To champion South Australia's living visual artists and enrich the State's cultural vibrancy by creating opportunities for artists to share and promote their work to diverse audiences.

3. Our actions

We create a thriving, inclusive arts community where all artists are empowered to create, connect, and contribute to a vibrant cultural landscape.

We support and promote local artists by creating accessible opportunities for artistic expression, community engagement, and professional development.

4. Our values

Inclusivity – We welcome artists and audiences from all backgrounds.

Collaboration – We work with partners to amplify impact.

Integrity – We act ethically, transparently, and with respect.

Creativity – We champion innovation and artistic risk-taking.

Sustainability – We build a resilient organisation for long-term impact.

S.A. Living Artists Incorporated is known as the SALA Festival. The objects of the Association are to

- Celebrate the talent and imagination of artists living and working in South Australia.
- Showcase the work of South Australian Living Artists, and to develop an audience for it.
- Do all such other things as may be incidental to the attainment of such objects.
- Operate as a not-for-profit association.

Summary of the Position and its Responsibilities/Duties

The **Program & Core Projects Coordinator** is responsible to the CEO, South Australian Living Artists Inc. for the administration functions of the SALA Festival, including coordination of the registration system and approvals processes and core projects.

The incumbent will work closely with the CEO and staff to achieve the objectives and goals of South Australian Living Artists Inc.

Internal: The **Program & Core Projects Coordinator** reports to the CEO. The incumbent is responsible for hands-on coordination of Festival registration system and processes; providing sound, effective and accurate information to the CEO and key stakeholders regarding the SALA Festival program, core projects, events and activities, and for providing the CEO with administrative assistance.

External: The **Program & Core Projects Coordinator** will be the primary contact for Festival artists, venues, councils and volunteers as well as front of house contact. The Program Coordinator liaises with various other stakeholders in the visual arts, state and local government departments and the business sector to achieve the objectives of SALA Inc.

Special Conditions

Out of Hours Work	Some out of hours work will be required
Travel	To stakeholder meetings and intrastate may be required
Location	SALA office
Conditions	A flexible approach to duty of hours and days worked is required
Performance Targets	Required to participate in Performance Management.

Position Description

Program Coordination	Principle coordination of registration and approvals process. Contact for all artists/venues/arts community enquiries pertaining to exhibitions. Develop and maintain relationships with artists/venues/local arts communities.
	Coordinate Artist and Venue Noticeboard listing on the SALA website.
	Assist exhibitors with online registrations, over the phone, via email or face to face. Responsible for updating registrations via the Content Management System (CMS).
	Responsible for managing all registration data accuracy and delivery of XML to Graphic Designer
	Processing of registration payments, issuing invoices and receipts where necessary.
	Provide images, SALA logos, sponsor logos and other information as requested by stakeholders.
	Coordinate the distribution of programs, posters and venue stickers.
	Proof reading SALA program, marketing and publicity materials.
	Key role in working with external IT to maintain system performance and implement CMS updates. Responsible for collation of system performance records and communication of these to CEO in timely manner.
	Maintain relationship and communication with external stakeholders on SALA related projects. This includes working with council employees and business association leads to facilitate area-based SALA activities and ensure integrity of SALA branded activity.
Online Administration	Update content on the SALA Festival website and registration system.
	Coordination and management of communications to artists, venues, stakeholders and partners.
	Contribute to content for social media campaigns including Facebook, Twitter, YouTube and Instagram.
Event Coordination	Send e-invites to the official SALA functions and manage RSVPs.
	Support where required for SALA Festival projects and events including Artist-in-Residence, program launch, awards night, opening night, forum, Slide night, education program, sponsor exhibitions and tours.

	Manage volunteer recruitment and support.
Project Coordination	Coordinate core projects (currently including but not limited to SALA/Foodland Tote Bags and Jarvis Skoda Art Car projects) in close consultation with CEO and SALA staff as required.
	Management of event booking system. (currently Humanitix)
Publicity	Assist communications of education projects in tandem with stakeholders including department, teachers, partners and venues.
	Deliver to publicist's requests for Festival/artist information.
Customer Service	Building positive relationships with members of the South Australian community.
	Responding to phone, email and in-person enquiries from artists, venues and other stakeholders.
	Preparation and delivery of information sessions.
Fundraising and income generation	Contribute to partner hosting at SALA Festival events including Program Launch, Opening Night, artist-in-residence events, business development days, Slide Night, education program events, sponsor exhibitions, Finissage Awards night, and others as required.
Administration	Contributing to maintenance of the SALA eDM database to ensure effective e-mail correspondence, in conjunction with appropriate SALA staff.
	Collation of attendance and participation statistics in preparation for reports and acquittals as required.
	Process payments for registrations, tours, merchandise and other as required.
	General office management including ordering stationary, archiving and postage.
Occupational Health and Safety	Work in accordance with all Legislative policies and practices including OHS&W and EEO and SA Living Artists Inc. policies and work instructions.
Other	Participating in staff meetings, strategic planning and other activities as required.
	Other reasonable duties as required.

KEY CRITERIA

ESSENTIAL MINIMUM REQUIREMENTS

- The incumbent will have worked or studied in a relevant arts/events/festivals communications field or demonstrate equivalent experience and transferable skills
- Interest in the arts industry
- A proven track record in delivering excellence in customer service
- Demonstrate good communication, interpersonal and liaison skills
- Highly developed project coordination skills with attention to detail to ensure large amounts of information are managed effectively
- Proficient in MS suite of programs including Word, Excel, Outlook, PowerPoint
- Technically savvy and experience with social media and online platforms including Facebook, X, Instagram and YouTube
- Possess sound financial, administrative and data management skills
- Ability to work within budgets
- Excellent time management skills and proven ability to meet deadlines with an ability to prioritise workload and seek clarification when necessary
- Ability to operate with initiative and work with minimal supervision
- Lateral thinking and problem-solving skills
- Ability to work harmoniously and as part of a small team

PERSONAL QUALITIES

- Excellent people skills
- Excellent verbal and written communication skills
- Excellent attention to detail
- Energetic, self-motivated and resilient
- Ability to thrive when working under pressure and to deadlines
- A positive 'can do' attitude

DESIRABLE CHARACTERISTICS

- Ability to use Content Management Systems and basic web graphics. Understanding of WordPress is a bonus.
- An understanding of the administrative requirements of a Not-for-Profit organisation
- Possess the ability to implement relevant operational policies