

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



Title of Position: Digital Coordinator

Appointment: Full-time contract

Terms of Contract: July 2023 – December 2023

South Australian Living Artists Inc

Purpose

SALA is a state-wide showcase and celebration of South Australia’s living visual artists. It culminates in Australia’s largest and most inclusive visual arts festival, which takes place in galleries and non-traditional arts spaces across South Australia annually, during the entire month of August. Each year, SALA takes the work of around 8,000 emerging, mid-career and established South Australian artists to more than 500 venues across the state (from sheds, cafés, offices and retail spaces to wineries, schools, public spaces, galleries and major arts institutions) to reach local and inter/national audiences of more than 850,000 people, and many more online.

Vision

South Australian visual artists working at any stage of career and in any medium are able to make, share and receive recognition for their work. South Australian communities and audiences are enriched and inspired by their engagement with South Australian visual art, including the large number of ‘incidental’ arts audiences for whom SALA’s local exhibitions is their first point of engagement with the arts. SALA is a vibrant and valued part of all South Australian communities, and inter/nationally recognised as a diverse, democratic and inclusive visual arts champion that enhances our own and the world’s understanding of this unique place and our pride in the art it creates.

Summary of the Position and its Responsibilities/Duties

The Digital Coordinator is responsible to the CEO, South Australian Living Artists Inc. (SALA) for the development, planning and implementation of the marketing strategy of SALA's new digital platform and the platform's final stage roll out. This role is responsible for overseeing the final stage project deliverables and launch of the new e-commerce platform.

This role will work towards achieving targets for deliverables including media impact, state and national profile, and artist onboarding.

SALA is seeking a highly motivated, energetic and hardworking individual who thrives in a small collaborative team environment. The role requires a flexible approach to work practices including off-site meetings, after hours, occasional weekend activities.

Internal: The Digital Coordinator reports to the CEO. The incumbent is responsible for providing sound, effective and accurate information to the CEO and key stakeholders regarding SALA's digital platform and related events and activities.

External: The Digital Coordinator will be the contact for SALA's digital platform stakeholders including web developers, designers, artists, customers and audiences. The Digital Coordinator liaises with various other stakeholders in the visual arts, state and local government departments and the business sector to achieve the objects 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
Performance Targets	Required to participate in Performance Management.

Position Description

Project coordination, digital platform management, and evaluation	Managing project delivery and deadlines with internal and external stakeholders.
	Checking, testing and updating of web content and liaising with artists, developers and designers to ensure smooth function of digital platform.
	Manage stakeholder relationships, including web developers, designers, artists, customers and audiences to ensure delivery of all project grant agreement terms.
	Oversee data collection, monitoring and evaluation of SALA's new digital platform.
	Assist with preparation of acquittals and reports for SALA's digital platform project.
Marketing	Provide regular budget updates to the CEO and Finance & Governance Manager
	Develop and implement integrated marketing strategies for the digital platform that incorporate all aspects of marketing and communications (advertising, direct marketing, e-marketing and social media etc).
	Enhance Shop SALA's profile locally and nationally, ensuring that SALA brand and image is positively developed and maintained through high profile and creative marketing
	Oversee production of marketing collateral, printed program and other key assets.
	Contribute to strategic planning and lead operational marketing planning.
	Development of the marketing budget for the digital platform for approval by CEO
Communications and stakeholder management	Assist with marketing and promotions of SALA digital platform to new audiences and customers globally.
	First point of contact for artists and audiences engaging with SALA's digital platform, providing technical support as required.
	Building positive relationships with the South Australian visual arts community.
	Creating resources and running information sessions and tutorials online and in-person to build artist profiles and content for the digital platform.
	Work with SALA staff to promote the platform via SALA channels to engage artists and build audiences.
Occupational Health and Safety	Stakeholder hosting at SALA Festival events as required.
	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

- Experience in digital platform management with ability to operate with initiative and work with minimal supervision
- Broad and detailed knowledge in marketing and communications theory and methodology
- Demonstrated experience in leading the planning, management and execution of integrated multilayered marketing campaigns.
- Demonstrated experience in managing and adhering to budgets and delivering on KPIs
- Demonstrated knowledge of project coordination procedures and fixed deliverables
- Possess excellent administrative, planning, and data and time management skills
- Confident relationship management and ability to liaise with a diverse range of stakeholders including creative and technical project partners, artists, audiences and customers
- High-level interpersonal communication skills with exceptional customer service ethic
- Ability to handle and resolve problems and work well under pressure
- Experience in a relevant arts/festivals or related field with a strong interest in the arts industry
- Ability to work in a small team in a fast-paced office and online environment
- High-level proof-reading and editing skills
- Proficient in MS suite of programs including Word, Excel, Outlook and competent across social media platforms

DESIRABLE

- Existing strong relationships with the local arts sector
- Experience in engaging and managing diverse stakeholders in a project
- Ability to use Content Management Systems
- Current Drivers Licence

PERSONAL QUALITIES

- Excellent people skills
- Excellent verbal and written communication skills with meticulous attention to detail
- Lateral thinking and problem-solving skills
- Ability to work harmoniously and as part of a small team with a positive 'can-do' attitude
- Energetic, self-motivated and resilient
- Ability to thrive when working under pressure and to deadlines