

South Australian Living Artists (SALA) Festival

Marketing and Development Coordinator

Position Description



Title of Position: Marketing and Development Coordinator

Appointment: 0.6 FTE

Terms of Contract: 1 year

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 10,000 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 950,000 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.

Approach

ARTIST-CENTRIC

South Australia's living visual artists are at our heart.

INCLUSIVE

Our democratic, open-access model includes South Australian visual artists working at every level, in any medium, from all backgrounds and all parts of the state.

CONNECTED

We listen and respond to our artists, connect and engage with our communities, and work in collaboration with our colleagues and partners.

SUPPORTIVE

We support and nurture South Australian visual artists and audiences, create pathways, amplify their voices, and advocate on their behalf.

INNOVATIVE

We are curious and innovative, always learning and evolving.

ETHICAL

We are professional, respectful and accountable.

Summary of the Position and its Responsibilities/Duties

The Marketing and Development Coordinator is responsible to the Operations Manager, SA Living Artists Inc. for the coordination of SALA's marketing channels and partnership activities. The incumbent will work closely with the Operations Manager to implement SALA's marketing and fundraising strategies and assist with business development. The Marketing and Development Coordinator will also assist in the preparation of reporting and acquittals.

The incumbent will work closely with the Operations Manager to achieve the objectives and goals of SA Living Artists Inc. The role will contribute to SALA's strategic goals to promote South Australian living artists and their work locally and inter/nationally, while increasing the diversity of SALA's audiences. The role will also contribute to increasing and diversifying the organisation's income from individual donations, earned revenue, grants and sponsorship (both cash and in-kind) via partner relationships, fundraising campaigns and advertising channels.

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, and the capacity to move comfortably across a range of formal and informal social environments.

Internal: The Marketing and Development Coordinator reports to the Operations Manager. The incumbent is responsible for providing sound, effective and accurate information to the CEO, Operations Manager and key stakeholders regarding the SALA Festival.

External: The Marketing and Development Coordinator will be the primary contact for SALA marketing channels including electronic mail distribution and social media, advertising, partners and donors. The Marketing and Development Coordinator liaises with various other stakeholders in the visual arts, state and local government departments and the business sector to achieve the objects of SA Living Artists 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

Communications	Content preparation and delivery of social media campaigns including Facebook, Instagram, YouTube and Twitter across SALA Festival and Shop SALA profiles.
	Create and disseminate SALA eDMs including general eNews, invitations, Shop SALA, partnerships and education mailing lists.
	Manage engagement lists for SALA's events including Program Launch events, Opening Night, Finissage Awards Night, and Thank You events.
Partnerships and Philanthropy	Ensure the delivery of all SALA partner agreement terms regarding social media mentions, logo acknowledgment and advertising inclusions.
	Assist with funding, stakeholder and partner relationships and administration including developing and maintaining a stakeholders' management directories.
	Contribute to partner hosting at SALA Festival events including Opening Night, sponsor exhibitions and events, Finissage Awards Night, Thank You events and other as required.
	Work with SALA team to support the delivery events to maintain strategic relationships with current and potential SALA partners and stakeholders.
	Work with SALA staff to develop and execute annual fundraising campaigns.
Advertising	Coordinate internal advertising in SALA publications and website for partners and the general public.
	Coordinate external advertising campaigns for SALA across a range of local and national media outlets. Maintain relevant advertising tracking documents.
Publicity	Provide image and copy content to promote SALA to media outlets and publicist as required.
	Collect digital media clippings of SALA coverage throughout Festival period to utilise in marketing and reporting.
Promotions	Coordinate annual SALA merchandise communications including artist liaison, pre-orders, printing and promotion.
	Coordinate promotional projects with SALA partners such as Foodland bags, SALA art cars, and others as required.
Evaluation and Reporting	Oversee Festival statistics collation, monitoring and evaluation of data.
	Prepare annual partnership reports.
Occupational Health	Work in accordance to all Legislative policies and practices including OHS&W and EEO

and Safety	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

- Marketing qualifications
- The incumbent will have worked or studied in a relevant arts/festivals/marketing communications field
- Strong interest in the arts industry
- Technically savvy and experience with social media and online platforms including MailChimp, Facebook, Twitter, Instagram and YouTube
- Experience in developing and executing marketing campaigns
- Confident relationship management and negotiation
- Ability to liaise with a diverse range of stakeholders including government agencies, and the philanthropic and corporate sectors
- Demonstrate excellent communication, interpersonal and liaison skills
- Proficient in MS suite of programs including Word, Excel, Outlook
- Possess excellent 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
- An understanding of the administrative requirements of a Not-for-Profit organisation
- Possess the ability to implement relevant operational policies