

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



Title of Position: Program Coordinator

Appointment: Full Time

Terms of contract: 12 months

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.

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 Coordinator is responsible to the CEO and Operations Manager, South Australian Living Artists Inc. for the administration functions of the SALA Festival.

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

Internal: The Program Coordinator reports to the Operations Manager. The incumbent is responsible for providing sound, effective and accurate information to the Operations Manager and key stakeholders regarding the SALA Festival program, events and activities.

External: The Program Coordinator will be the primary contact for artists, venues, councils and volunteers as well as support contact for partners, donors and media. The Program 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
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 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 Finder 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).
	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.
Online Administration	Update content on the SALA Festival website and registration system.
	Collation and dissemination of e-newsletters, updates and communications to artists, venues, stakeholders and partners.
	Contribute to content preparation and delivery of 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.
Staff Support	Coordinate inductions, scheduling and managing volunteer's positions and providing support and information where appropriate.
	Coordinate volunteer roster.
Publicity	Provide image or copy content to media outlets and publicist as required.
	Collate media clippings.
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	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	Maintaining and updating the SALA eDM database to ensure effective e-mail correspondence.
	Process Stripe, cash, and cheque payments for registrations, tours, merchandise and other as required.
	General office management including banking, ordering stationary, archiving and postage.
	Keep petty cash records up to date.
Occupational Health and Safety	Work in accordance to 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
- 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, Twitter, 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
- An understanding of the administrative requirements of a Not-for-Profit organisation
- Possess the ability to implement relevant operational policies