



#### ARTSPACE

43 – 51 Cowper Wharf Road  
Woolloomooloo NSW 2011  
Sydney Australia

T. +61 2 9356 0555  
artspace@artspace.org.au  
www.artspace.org.au  
@artspace\_sydney

## POSITION DESCRIPTION | COMMUNICATIONS COORDINATOR

### POSITION TITLE: Communications Coordinator

**HOURS: Monday to Friday 10am to 6pm with additional hours required from time to time**

**TERMS OF EMPLOYMENT: Permanent full-time, subject to a six-month probationary review**

**SALARY: : \$52,000 per annum plus 9.5% superannuation**

### ARTSPACE VISION

Ever changing, ever challenging. Artspace is where audiences meet the artists and ideas of our times.

### ABOUT ARTSPACE

Artspace is Australia's leading interdisciplinary space for the creation and presentation of contemporary art. Through exhibitions, performances, artist residencies, and public programs, Artspace is where artists of all generations test new ideas and shape public conversation. Committed to experimentation, collaboration and advocacy, Artspace's mission is to enhance our culture through a deeper engagement with contemporary art.

### POSITION SUMMARY

The Communications Coordinator focuses on Artspace's communications and publishing activities. The Communications Coordinator is expected to drive an integrated communications strategy that connects stakeholders with Artspace's artistic program through a range of interfaces including traditional media, publishing, brand identity, social media, publicity, marketing and the staging of events. A critical component of this role is the capacity to research and survey Artspace audiences and to develop targeted and innovative campaigns as appropriate. The Communications Coordinator is expected to have impeccable copywriting and editing skills; an excellent understanding of the print and digital publishing landscapes; and an ability to contribute to editorial direction from idea generation through to production. The position works to the direction of the Deputy Director, who in turn reports to the Executive Director. This position is expected to work collaboratively with the Artspace team to deliver the artistic program and business development objectives of the organisation.

### KEY ACCOUNTABILITIES

1. Work closely with the Executive Director and Deputy Director to provide specialised input into Artspace's integrated communication strategies, with specific attention to the support of Artspace's artistic and strategic planning objectives.
2. Plan, develop, coordinate and implement Artspace's internal and external communication messages, channels and material within prescribed budgets and timeframes.
3. Generate and provide supporting evidence and data to assist in the analysis and ongoing improvement of Artspace's communication strategies.
4. Work closely with publicists and/or draft media releases, respond to media enquiries, prepare written copy for print and online publishing and liaise with local, national and international media organisations, journalists, art critics, freelance writers and editors to ensure a consistent approach to copy is maintained.
5. In consultation with the Executive Director and/or Deputy Director, oversee the design, production and distribution of both print and online publishing and event collateral.
6. Contribute to Artspace's website and online presence to increase accessibility to an array of resources such as the exhibition archive, audio/visual recordings and online publications.
7. Identify and apply for potential arts/cultural funding under direction from the Executive Director and/or Deputy Director; and build relationships with relevant industry and funding agencies.
8. Contribute to the collegial character of the Artspace workplace by sharing information, experience and expertise, as well as contributing to organisational advocacy and assisting across all facets of the artistic program where assigned.



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#### RESPONSIBILITIES

- **COMMUNICATIONS:** contribution to the development and implementation of Artspace's communication strategies, which includes responsibilities such as: delivering an integrated approach to internal and external communications; maintaining and liaising with a network of media contacts; ensuring that Front of House staff maintain the database and communicate required updates; maintaining an awareness of new technologies, platforms and trends across print and digital communications, social media and the potential usage of CRM systems; identifying target audiences and understanding effective strategies to research and engage audiences.
- **PUBLISHING:** administering and contributing to Artspace's print and online publishing processes, including aspects such as copyright, title acquisition, copy editing, production, marketing, distribution and archiving.
- **ORGANISATIONAL SUPPORT:** including general administration; funding applications and proposals; annual reports; leading and facilitating projects.

#### SELECTION CRITERIA

Candidates are asked to respond to the key selection criteria:

- Excellent communication, organisational and negotiating skills with the ability to work within a high-output environment by setting priorities and meeting deadlines
- Experience developing, implementing, monitoring and evaluating effective marketing and communications, strategies, campaigns and programs
- Demonstrated understanding of audience development strategies to build effective communications between audiences, stakeholders and organisations
- Experience in brand management, messaging and custodianship
- Strong copywriting and editing experience for diverse communities and audiences with attention to detail and thoroughness towards professional writing and editing standards
- Ability to work collaboratively within a team environment to ensure the organisation's objectives are met
- Ability to take initiative and display leadership

#### DESIRABLE CRITERIA

- Knowledge and interest in contemporary arts practices
- Experience using Adobe suite, Google Suite
- Experience in a MAC-based environment with FTP protocol server.
- Interest in new technology and digital development

#### HOW TO APPLY

Applications to be submitted as one PDF document, titled with applicant name and position title, including:

1. Response to the Selection Criteria (max. two pages)
2. Cover letter addressing why you see yourself in the role (one page)
3. Curriculum Vitae, including contact details for two referees

If you would like to discuss this position further or if you would like more information please contact Artspace Deputy Director Michelle Newton on 02 9356 0555 or [jobs@artspace.org.au](mailto:jobs@artspace.org.au)

Email applications to: [jobs@artspace.org.au](mailto:jobs@artspace.org.au)

Applications Due: Wednesday 25 October 2017, 6pm