

NorthSite Contemporary Arts
ABN 25 105 853 987

96 Abbott Street, Cairns
Queensland 4870
Australia

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hello@northsite.org.au

COMMUNICATIONS COORDINATOR

- **Permanent, full-time**
- **Salary: \$63,500 per annum, plus superannuation.**
- **Location: NorthSite Contemporary Arts (Bulmba-ja, 96 Abbott St Cairns 4870)**

MISSION

NorthSite puts artists at the centre of everything we do.

- **We cultivate and champion art production, practice and culture in Tropical North Queensland.**
- **We create opportunities for artists to realise and present exciting ideas.**
- **We bring artists and audiences together, stimulate conversation, and provide transformative experiences.**
- **We adhere to best-practice standards of arts governance and operations, which we continually review and improve.**
- **We are committed to growing social wellbeing, economic empowerment, environmental sustainability for the organisation, the arts sector and communities more broadly.**

POSITION DESCRIPTION

Reporting to the Artistic Director, the NorthSite Communications Coordinator is responsible for the effective and efficient administration of the not-for-profit arts company's communications and promotions. The position will contribute to the ongoing development and implementation of NorthSite's Marketing Plan, providing a roadmap for communicating our organisation and the artists we work with.

The role is primarily tasked with maintaining the NorthSite communications schedule, databases, website, and provision of engaging information for artists, members, visitors, and the general public.

This involves graphic design work, creation and distribution of media releases and mailouts, program listings, social media content and advertising to audiences, as well as compiling content related to exhibitions, programs and the NorthSite Store and Studios.

The position communicates NorthSite's exhibitions, programs and retail channels through engaging and innovative approaches, with respect for artistic output, observing crediting and copyright conventions.

The Communications Coordinator will work closely with colleagues to plan seasonal communications that promote the activities of the organisation and associated artists. This includes signage, publications, and information for marketing and promotional purposes. The position works as part of a dynamic team to create memorable online and onsite visitor experiences, synonymous with NorthSite Contemporary Arts' vision.

The Communications Coordinator liaises with colleagues and collates statistics and information across various channels for regular Board and stakeholder reporting. The successful candidate will be proficient in writing for different audiences and will adapt approved curatorial content for various platforms and channels. The position is also responsible for the layout and design the Annual Report.

The Communications Coordinator will contribute to NorthSite's Perspectives blog and engage external writers grow the critical discourse around contemporary artistic practice in the region.

The Communications Coordinator must prioritize a range of internal and external deadlines, and balance various duties of the role, ultimately enhancing the visitor experience and increase revenue through NorthSite Store and programs.

RESPONSIBILITIES

The NorthSite Communications Coordinator is responsible for:

- Delivery of accurate information and consistent communications within brand guidelines.
- Providing high level of service and information to the public, NorthSite members, volunteers and artists.
- Providing high level assistance to the Artistic Director and CEO through a range of marketing, communications, funding and branding task.
- Guiding the next iteration of the of NorthSite Marketing Plan, including promotion of the NorthSite Store and NorthSite Art Studios to benefit and raise the profile of FNQ artists and generate sales
- Developing innovating ways to communicate NorthSite exhibitions, programs and events, in consultation with program partners.
- Delivering regular e-news bulletins.
- Monitoring use of NorthSite branding by partners and provision of required logo and branding content
- Managing the NorthSite website and NorthSite store online platform, social media accounts, online book pages, ensuring an active and positive online presence across all channels.
- Researching and developing media contacts and updating records and networks
- Adapting approved written communications to correct format for wide distribution and promotion of NorthSite exhibitions, programs, and events.
- Developing press releases and other media communications for increased publicity and exposure.
- Compiling online, print communications and advertising statistics and analyzing visitor comments and feedback, for evaluation and reporting.
- Graphic design using the broad conventions in the NorthSite Brand Manual
- Producing signage and labels for gallery exhibitions, retail displays and programs promotions
- Providing necessary statistical and contact update information for reporting and administrative purposes including content management, design and distribution of Annual Report
- Maintaining, developing, and monitoring accurate databases, mailing lists and subscriptions for design, storage and image management software
- Managing files and images, documentation of projects and upholding copyright conventions.
- Collating content and designing publications, including annual reports, exhibition publications and acquisition proposals.
- Contributing to achieving the NorthSite 2021-2025 Strategic Plan, ensuring all activities and actions support the strategic plan, mission, and objectives of NorthSite
- Representing the organisation at industry events and liaising with a range of stakeholders.
- Carry out other duties within their skill range as required.

Essential Criteria

Applicants must be able to demonstrate commitment and experience in related roles, with:

- Excellent communication and interpersonal skills, including writing and editing for a range of audiences.
- Knowledge and experience of marketing and promotion principles and their effective application in small to medium cultural organisations.
- Proficiency with software applications including Microsoft Office 365, Filemaker Pro, Trello, Hubspot, Vend, and Adobe.
- Ability to prioritise workload and meet deadlines, is self-motivated and takes initiative.
- Project management skills, including financial management and contracts.
- Experience in collating and analysing data and statistics.
- Ability to maintain websites (Wordpress) and databases.
- Precise attention to detail and commitment to accuracy.

Desirable

Experience with and interest in:

- Contemporary art
- Small to medium organisations and the not-for-profit sector
- Membership programs

Key relationships

- Reports to the NorthSite Artistic Director
- Internal liaisons – NorthSite Board of Directors, CEO, Executive Administrator, Curator, Programs Coordinator, Retail Manager, Gallery Officer, Printmaking Coordinator, volunteers, , facilitators, and other Bulmba-ja tenants.
- External liaisons – artists, galleries, writers, arts publications, local and national media, suppliers.

To apply

Please provide a current CV and a cover letter addressing the selection criteria (max. 3 pages) by email to:

Hamish Sawyer

Artistic Director, NorthSite Contemporary Arts

ad@northsite.org.au

Applications close 5pm, Wednesday 10 April 2024.

If you have any questions about the position, please contact Hamish via email address above, or on (07) 4050 9494.