

Enjoy Contemporary Art Space

Position description

Communications & Publications Manager

Hours per week:	24 hours
Job Term:	2 years
Reports to:	Director
Starting pay:	\$23 per hour

Overview of Role:

The Communications and Publications Manager role works closely with the Director to manage Enjoy's communications, and to commission, coordinate and distribute digital and print publications on behalf of Enjoy. The role works closely with writers, independent practitioners and media organisations to widely promote our activities, mission and vision online, as well as delivering an ambitious and critical publication programme.

As the Communications and Publications Manager you have two main areas of focus:

1. Building and promoting Enjoy's profile through management of the gallery's communications and online presence, developing and identifying areas of growth for social media audiences, and
2. Working with the Director to develop Enjoy's publications programme, as well as overseeing the resulting digital and online publications projects.

The role is an exciting opportunity to be a core contributor to a dynamic and energetic arts team, suitable for those with interest in communications, social media marketing, writing and critical art thinking. The role is part-time and will suit someone who wants to maintain some flexibility in their schedule.

Established in 2000, Enjoy is a leading non-profit contemporary art space located in Te Whanganui-a-Tara, Aotearoa New Zealand.

Vision

Leading contemporary art practice for Aotearoa

Mission

- To develop and deliver experimental art experiences
 - To nurture, enable and challenge contemporary art practitioners
 - To support, grow and extend audiences
 - To contribute to a diverse art community
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Key Areas of Responsibility

Audience / Communications

- Research, identify and proactively strengthen engagement with new audiences online
- Working under the guidance of the Director to develop a robust social media strategy
- Manage and maintain Enjoy's social media presence on Facebook, Instagram, Twitter, Mailchimp, and other platforms as necessary
- Manage social media spend and budget
- Maintain ongoing report of social media data, key areas of concern and improvement
- Liaise with artists and others to develop and deliver promotional information for projects and events, including writing promotional texts and sourcing images
- Draft and send press releases for upcoming exhibitions and events, pitching to media to create further promotion for our artists, exhibitions and the gallery as a whole
- Maintain databases of media contacts, Enjoy supporters, and key community contacts

Writing / Publication

- Solicit and produce written critical responses to Enjoy projects as required
- Oversee publications projects through to final outcome, including scheduling, commissioning, editing, proofing, design, printing and distribution.
- Maintain excellent relationships with writers, designers, photographers, printers and distributors
- Identify new publishing opportunities
- Develop and implement publication strategies to strengthen distribution networks locally and internationally, sourcing new retail opportunities
- Develop and implement publication timetables and budgets in liaison with the Director
- Coordinate distribution of Enjoy publications

General

- Undertake other duties that may be reasonably required as part of the Enjoy team, including providing cover and support when required
- Coordinate and archive all reviews and relevant media coverage, to assist with the Director's monthly reporting
- Provide a high standard of manaakitanga when welcoming visitors to the gallery, with support from staff and volunteers
- Prepare monthly digital engagement reports
- Assist and attend public events after business hours at Enjoy and in other locations as required

Key Skills and Experience

Essential

- A good understanding of website maintenance and management skills, blogging and using social media in a professional context
- A passion for communicating the value of contemporary art to diverse audiences
- A relevant tertiary qualification in visual arts, graphic design, museum studies, art history, media/communications or other relevant fields
- Experience developing and managing artistic, educational and/or publication projects

- The ability to problem-solve and think creatively
- Excellent written, interpersonal and oral communication skills
- The ability to manage other contributors to projects
- Excellent time management and an ability to plan ahead to execute tasks
- Excellent self-motivation and organisation
- The ability to work both independently as well as as part of a small, energetic and committed team
- IT and administrative skills, including Microsoft Office suite
- Knowledge of matauranga Māori and kaupapa Pasifika concepts, and ability to apply these concepts in developing texts for and with these communities

Desirable

- A willingness to learn and expand on relevant skills
- Ability to read and write in basic te reo Māori
- Knowledge of Adobe Creative Suite and basic design experience
- Experience running social media campaigns
- Experience coordinating with writers, photographers, designers and/or printers

Relationships

Internal	<ul style="list-style-type: none">• Director• Curator (Exhibitions & Public Programmes)• Enjoy volunteers and interns
External	<ul style="list-style-type: none">• Media organisations• Students• Writers• Gallery visitors• Community groups• Mana whenua• National and local arts organisations• Other Enjoy stakeholders