

Blue Oyster art project space.

Position Description: Design, Publishing & Communications Manager

Blue Oyster Art Project Space is looking for a Design, Publishing & Communications Manager to join our team. We're searching for someone with a degree in graphic design, visual arts, or similar experience and a passion for contemporary visual arts, design, and publishing.

Blue Oyster exists to enable emerging and experimental arts practitioners to work in an innovative, experimental and non-commercial environment. We aim to broaden interest in and understanding of contemporary arts by providing a forum for discussion and debate.

The Design, Publishing & Communications Manager will be responsible for maintaining and strengthening Blue Oyster's relationships with our audience and the media, so excellent written communication skills and attention to detail are key.

While this role will be directly responsible for in-house design, publishing and the gallery's external communications, the successful applicant will also work across the organisation to assist the Director in realising the strategic vision and goals for the gallery, enable individual artists to generate high quality and critically engaging projects and help with the day-to-day running of the gallery.

This is a chance to build on Blue Oyster's strong reputation for supporting experimental and emerging art practice by further developing our visual identity and institutional voice. As Blue Oyster embarks on its third decade as a contemporary art project space this is an opportunity to build upon and strengthen our visual identity.

This role is 32-40 hours per week. Hours will be negotiated with the successful applicant. Days negotiable, however must be available some evenings and weekends (openings, board meetings and events).

The starting salary is \$42,000 per annum based on a 40 hour week.

Application deadline: 4pm, Monday 16 March, 2020

How to Apply

- Send your CV with two references, a cover letter, an up-to-date design portfolio, and a writing sample (can be previously published, approx 500 words) to director@blueoyster.org.nz
- Download a copy of the Blue Oyster 2020-2022 Strategic Plan: <http://blueoyster.org.nz/about/>

DESIGN, PUBLISHING & COMMUNICATIONS MANAGER

JOB DESCRIPTION

Role			
Position	Design, Publishing & Communications Manager	Reports To	Director
Remuneration	\$42,000 per annum based on a 40 hour week. Hours to be negotiated with the successful applicant (32–40 hours p/w). Days negotiable, however must be available some evenings and weekends (openings, board meetings and events)		
Employment	Full time (1 year fixed term)		
Role Purpose			
<p>Manage and grow the Blue Oyster's public image and brand identity through social media, print and graphic design, and further implement our audience engagement strategies to grow the reach of the gallery both nationally and internationally.</p> <p>Establish and maintain strong, long-term working relationships with our audience and media outlets (online and print) to increase the visibility and the promotion of Blue Oyster and all its activities, including building upon and developing existing audiences and connecting to new ones.</p> <p>Specific areas of responsibility include design, publishing, and communications, however the successful applicant will also work in a number of general areas to assist the Director in realising the strategic vision and goals for the gallery, enable individual artists to generate high quality and critically engaging projects and help with the day-to-day running of the gallery.</p>			
Key Responsibility Areas			
<p>Design:</p> <ul style="list-style-type: none"> • Design and maintain a consistent visual identity for Blue Oyster both in print and online • Create visual content for social media and e-newsletters • Design and format all material for in-house publications (print and online) including the Blue Oyster annual and selected artist projects • Generate signage and printed supporting material for exhibitions, public programmes and events • Work with the Director to collate and design an annual report on Blue Oyster's activities at the conclusion of each business year <p>Publishing:</p> <ul style="list-style-type: none"> • Work alongside the Director to edit and proof in-house publications (print and online) including the Blue Oyster annual and selected artist projects • Write and edit texts to support exhibitions, events, and public programmes, including didactic texts and press releases <p>Marketing and Communications:</p> <ul style="list-style-type: none"> • Implementation and execution of an overall annual communications plan set out by the Director • Ensure the website is up to date and fully functional (including management of the online shop) • Actively seek publicity and manage the production of promotional materials including press releases and e-newsletters • Track media coverage and measure efficacy of promotional and press material • Create and maintain media and documentation files and databases including social media engagement and audience feedback • Build subscribers and follower numbers to Blue Oyster digital platforms including email newsletter, and social media channels • Manage and develop Blue Oyster's social media presence and maintain a consistent voice across all marketing and social media communications 			

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General:

- Work closely with the Director to maintain excellent relationships with exhibiting artists, technicians, and contractors
- Support and assist with managing the gallery's programme of exhibitions, workshops, publications and events
- Assist with recording of performance measures and the preparation of reports
- Continue to develop Blue Oyster relationships with the local and national art communities
- Be a key point of contact for visitors, artists and volunteers at Blue Oyster
- Assist with the hosting of regular and new visitors to the space during business hours.
- Assist with the hosting of artists, curators, photographers, media and volunteers in the gallery.
- Assist with the installation, de-installation and ongoing maintenance of exhibitions.
- Assist in the upkeep and maintenance of the gallery and library space.
- Assist at exhibition openings, discussions, and other events associated with the gallery.
- Assist in managing gallery volunteers interns and work placement students.
- Represent the gallery and exhibitions in a professional and respectable manner.
- Work to a deadline and complete assigned tasks in a timely fashion.

Relationships

Internal	Fellow employees Volunteers and work-placement students The eight voluntary Blue Oyster Arts Trustees
External	Media representatives Exhibiting artists, writers, and curators Visitors to the gallery Visual arts community Wider cultural sector Patrons Sponsors and funders
Manages	Supervises contract photographer and web developer

Skills & Competencies

Essential	<ul style="list-style-type: none"> • Understanding and commitment to the principles and practice of the Treaty of Waitangi • Interest in, and knowledge of, a wide range of artistic practices • Excellent communication skills including ability to write in a clear and accessible manner • Familiarity with editing content for web, social media, and Mailchimp newsletters • Strong design skills and familiarity with Adobe Suite • Digital photography skills • Confident using social media platforms including Twitter, Instagram, and Facebook • Conscious of the Blue Oyster's role and function within the local and national arts ecology and interested in engaging with and developing our visual identity • Passion for contemporary visual arts, design, and publishing • Attention to detail and good time management • Motivated and have the ability to work independently • Ability to take initiative and be flexible
Desired	<ul style="list-style-type: none"> • Full drivers licence • Familiarity with photographic exhibition documentation processes • Experience in promotion and communications especially digitally • An awareness of the contemporary arts scene in NZ • An analytical and collaborative approach • Confidence with public speaking