

## DESIGN, PUBLISHING & COMMUNICATIONS COORDINATOR

### JOB DESCRIPTION

Role			
Position	Design, Publishing & Communications Coordinator	Reports To	Director
Remuneration	22.5 hour week at \$26 per hour Days negotiable, however must be available some evenings and weekends (openings and events)		
Employment Status	Part-time (2 years fixed-term)		

#### Role Purpose

Manage and develop the Blue Oyster's public image and brand identity through graphic design (online and in print), and work alongside the Director to deliver in-house publications, selected artist projects, commissioned exhibition responses, didactic texts and press releases. Implement audience engagement strategies in dialogue with other team members to grow the reach of the gallery both nationally and internationally, including building upon and developing existing audiences and connecting to new ones.

Specific areas of responsibility include design, publishing, communications and marketing, 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.

#### Key Responsibility Areas

##### Design:

- 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) and selected artist projects
- Generate signage and printed supporting material for exhibitions, public programmes and events
- Ensure all Blue Oyster design outputs align with the Style Guide and the kaupapa of the Māori Engagement Strategy, i.e. using Kāi Tahu dialect, readability of typefaces, and correct use of tohutō/macrons
- Work with the Director to collate and design an annual report on Blue Oyster's activities at the conclusion of each business year and assist with the preparation of six-monthly CNZ reports
- Assist with the design and production of promotional materials including press releases and e-newsletters

##### Publishing:

- Work alongside the Director to edit and proof in-house publications (print and online) and selected artist projects
- Commission exhibition responses in conversation with the artist and Director. Coordinate with the commissioned writer and an external editor to prepare the text for publication
- Assist with editing texts to support exhibitions, events and public programmes, including didactic texts and press releases
- Work alongside the Director to develop a publication project connected with the exhibition programme
- Ensure all Blue Oyster publishing outputs align with the Style Guide and the kaupapa of the Māori Engagement Strategy, i.e. using Kāi Tahu dialect, appropriate te reo Māori translation, readability of typefaces, correct use of tohutō/macrons, and engage Māori editors when required
- Contribute to funding applications in support of new publishing initiatives as required
- Management of physical gallery library and shop including: procurement and distribution of new publications; liaising with art publishers and artists; collecting invoices; and keeping shop prices and stock up to date.
- Management of the online library catalogue and online shop
- Ensure the website is up to date and fully functional (including management of the online shop)

**Communications:**

- Work alongside the Director to 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
- Work alongside the Director to develop Blue Oyster’s social media presence and maintain a consistent voice across all marketing and social media communications
- 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.

**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
- Support the kaupapa of the Māori Engagement Strategy through design, publishing and day to day gallery activities
- Assist with recording of performance measures and the preparation of reports
- Continue to develop Blue Oyster relationships with the local and national arts 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, interns and contractors where appropriate Board of trustees
External	Exhibiting artists, writers, and curators Working with Point Design and other local printers Editors Otago Polytechnic Sons & Co web design Visitors to the gallery Visual arts community Wider cultural sector Patrons Sponsors
Manages	Supervises contract photographer and design interns

**Skills & Competencies**

Essential	<ul style="list-style-type: none"> <li>• The successful applicant should have respect for tikaka Māori and an understanding of and commitment to upholding the principles and practice of Te Tiriti o Waitangi</li> <li>• Interest in, and knowledge of, a wide range of artistic practices</li> <li>• Excellent communication skills including ability to write in a clear and accessible manner</li> <li>• Designing for web, social media, and publications</li> <li>• Confident using social media platforms such as Instagram</li> <li>• Strong design skills and familiarity with Adobe Suite</li> </ul>
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	<ul style="list-style-type: none"> <li>● Familiarity with editing content for web and Mailchimp newsletters</li> <li>● 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</li> <li>● Passion for contemporary visual arts, design and publishing</li> <li>● Attention to detail and good time management</li> <li>● Motivated and have the ability to work independently</li> <li>● Ability to take initiative and be flexible</li> </ul>
Desired	<ul style="list-style-type: none"> <li>● Experience working across a whole design outcome</li> <li>● Full drivers licence</li> <li>● Familiarity with photographic exhibition documentation processes</li> <li>● An awareness of the contemporary arts scene in Aotearoa</li> <li>● An analytical and collaborative approach</li> <li>● Confidence with public speaking</li> </ul>