

# Artspace Aotearoa

## Seeks Kaiwhakapā Communications Coordinator

Reports to: Kaitohu Director and Manhautū General Manager  
Salary indication: 62-72K Pro rata (depending on experience)  
Term: 0.5-0.8 FTE time role

### About Artspace Aotearoa

Artspace Aotearoa is a non-profit contemporary art gallery located in the heart of Tāmaki Makaurau Auckland. Founded in 1987 by artists and arts workers, it continues to be artist-led. Our work centres the ways in which art contributes to our understanding and reimagining of the world in which we live. We work within a specific city context, and spiral out into national and international conversations that promote practices that present emancipatory world views. With a specific focus on developing an intergenerational kaupapa, we seek to present established, emerging and under-recognised positions.

Each year our programme orbits around one question in the company of artists. We explore the edges of what this question offers us and what artworks and their authors can weave together. Our cornerstone exhibitions are texturised by our other activities including our online reading and screening rooms, artist talks, workshops, panel discussions, and more.

### About the role

The Kaiwhakapā Communications Coordinator works closely with the Kaitohu Director, the Manahautū General Manager, and Kaiawhina Whakaaturanga Assistant Curator to communicate, promote and amplify the many facets of our work in a dynamic, inclusive, and timely way to all parts of our evolving publics and partners. They work across all aspects of our public interface, both inside and outside the gallery, including; press, marketing, social media, and style guiding. They work to share our story with our community and the unique role Artspace Aotearoa plays in our ecosystem. They grow confident publics, working to increase access and ability to connect and engage with Artspace Aotearoa and its purpose.

As part of the team, the Kaiwhakapā Communication Coordinator works to deliver a dynamic, empowering exhibition programme in a safe and professional manner to our diverse publics.

As part of a small team with a dynamic programme there are periods of “unders” and “overs”. Together with the team we work to ensure a healthy and nourishing working environment. As part of a team, situations may arise where you share roles with other team members in a fluid and agile way.

## Relationships

Internal: The Kaiwhakapā Communications Coordinator reports to the Kaitohu Director with content and strategic development responsibilities. The Kaiwhakapā Communications Coordinator works with the Manahutū General Manager and with the Kaiawhina Whakaaturanga Assistant Curator to develop schedules and track budgets. They work closely with the whole team on messaging and supporting the expression of our purpose.

External: The Kaiwhakapā Communications Coordinator plays a key role in connecting with our evolving audience. They have a particular focus on developing media relationships and brand partnerships. Communication Coordinator will also develop relationships and liaise, where appropriate, with the wider community of creative practitioners and professionals, broader manuhiri, art schools, patrons, members, and all emerging partnerships.

## Responsibilities - What is expected from this role?

Ara  Key Results	Tipu Key Responsibilities and Tasks
Pou TUATAHI  Leadership Strategic Arts	<ul style="list-style-type: none"> <li>● Work closely with the Kaitohu Director to evolve a dynamic communication strategy that effectively promotes the vision and purpose, programme and strategic priorities, of Artspace Aotearoa.</li> <li>● Develop a communications approach that provides access to the full breadth of our work locally in Tāmaki Makaurau, nationally in Aotearoa, and internationally.</li> <li>● Seek out innovative ways to connect with the public and promote our work.</li> <li>● Contribute to the implementation of integrated and aligned processes in the organisation to effectively and sustainably deliver our communications strategy. Examples of this include press releases, funding and outreach work.</li> </ul>

	<ul style="list-style-type: none"> <li>● Coordinate, align, and deliver communications across all public channels including the organisation's website, EDM, social media, other arts and community platforms, printed material including print advertisements, and supplementary programmatic material. Maintain and develop a house-style that can be reapplied across multiple channels.</li> <li>● Enrich and implement the overarching digital strategy.</li> <li>● Manage the production and distribution of limited edition merchandise and artists editions.</li> <li>● Manage and deliver press releases and marketing material for each programme in a timely way including developing schedules for the team.</li> <li>● Work with Kaitohu Director and the Assistant Curator on marketing communications for all our public events and materials to ensure standard and quality.</li> <li>● Develop meaningful surveys to measure our reach and inform engagement strategies moving forward.</li> <li>● Work with the whole team to ensure alignment and integration of communication strategy.</li> <li>● Produce a dossier for each exhibition and programme that provides an overview for archival and strategic purposes.</li> <li>● Employ a problem-solving approach to challenges with support from appropriate team members or external bodies.</li> <li>● Uphold and evolve the expression of the purpose of Artspace Aotearoa.</li> </ul>
<p>Pou TUARUA</p> <p>Financial Resilience</p>	<ul style="list-style-type: none"> <li>● Develop and manage communication, marketing and hospitality budgets in collaboration with the GM.</li> <li>● Contribute to diversifying and strengthening the organisation's reach and resilience by identifying new approaches to communications and possible promotional avenues and sponsors.</li> <li>● Adhere to the financial policies and procedures.</li> </ul>
<p>Pou TUATORU</p> <p>Operations Culture Dynamic Arts</p>	<ul style="list-style-type: none"> <li>● Initiate and maintain systems and projects, in consultation with the wider team, that are responsive to a dynamic context that foster holistic long term operational efficiency and integrated processes.</li> <li>● Attend regular staff meetings.</li> </ul>

	<ul style="list-style-type: none"> <li>● Be available to work from the office during the working week (usually Monday to Friday for 7.5 hours between the hours 9am – 6pm).</li> <li>● Be available to work outside ‘normal’ office hours for programmatic or other organisational requirements as agreed with Kaitohu Director and GM.</li> <li>● Be fluid and agile where necessary with cross implementation of tasks to achieve high quality deliverables.</li> <li>● Foster accessible solutions for communications that support the diversity of the team, our publics, contributing artists and manuhiri.</li> </ul>
<p>Pou TUAWHĀ</p> <p>Diversity and Reach</p>	<ul style="list-style-type: none"> <li>● Explore and implement best practice in holistic communications practice and processes.</li> <li>● Establish processes for precedent setting.</li> <li>● Ensure any potential branding risks are identified, discussed, and mitigations agreed and supported before implementation of new strategies.</li> <li>● Handle media enquiries in a timely and professional manner.</li> <li>● Establish and maintain good relationships with relevant media contacts at local, regional, national and international level across all media to maintain and enhance the profile</li> <li>● Encourage and empower new and meaningful engagement with the organisation.</li> <li>● Establish and maintain good relationships with relevant media contacts at local, regional, national and international level across all media to enhance the profile of the organisation.</li> <li>● Evolve tikanga based practices and their expression in the organisation.</li> <li>● Deliver an inclusive communication strategy that supports an evolving and diverse public.</li> <li>● Engage in the ongoing evolution of respectful, reciprocal relationships with mana whenua.</li> <li>● Engage in collaborative and nourishing relationships with organisational staff and manuhiri, artists and audiences.</li> <li>● Demonstrate heart and a nuanced capacity to find ways through complex challenges.</li> </ul>

## The ideal candidate will have:

- Demonstrated experience in the arts, specifically in a communications or marketing role and the desire to develop their skill set.
- Demonstrated ability to engage and expand audiences on social media platforms
- Strong interest in continual learning about Te Tiriti o Waitangi and actively seek opportunities to uphold and implement this across Artspace Aotearoa operations.
- A nuanced understanding of collaborative and self-led work.
- Keen storyteller.
- Commitment to developing holistic practices in a workplace.
- Willingness to contribute to the broader goals of the organisation and work with the team to create a dynamic and resilient organisation.
- Ability to think on their feet, work with agility in a team setting
- Excellent communication skills, written and oral.
- A commitment to evolving expressions of diversity, inclusion and access.
- High level problem-solving skills, including the ability to meet competing deadlines while working in a small team.
- Strong project management capability to coordinate, plan, resource and deliver projects and services on time and within budget.
- Demonstrated experience in using communications appropriate programmes including website management, Adobe Suite, and social media channels .

## Qualifications

Relevant professional, community, and academic experience preferred .

## Systems

Primary web skills, including experience with web content management systems and backup processes; Adobe Creative Suite; Google Suite; text and copy editing programmes; basic video editing skills; knowledge of HTML. Adept at picking up new systems and coaching others.