



**4A Centre for
Contemporary
Asian Art**

POSITION DESCRIPTION

Position Title: Communications and Engagement Manager

Position type: 2 year full time contract

Salary range: \$75,409.09 - \$80,001.50 + 10.5% superannuation

ABOUT 4A2

4A Centre for Contemporary Asian Art (4A) is an independent not-for-profit organisation based in Sydney, Australia. 4A fosters excellence and innovation in contemporary culture through the commissioning, presentation, documentation and research of contemporary art. Our program is presented throughout Australia and Asia, where we ensure that contemporary art plays a central role in understanding and developing the dynamic relationship between Australia and the wider Asian region. 4A's activities facilitate cultural dialogue between Australia and Asia in the belief that Asian cultural thinking significantly shapes the world today and will have an important impact on the future. In Australia we showcase stories, present a multiplicity of perspectives, and explore contemporary concerns and ideas that influence how we, as a nation, engage with Asia. We have a particular focus on art that addresses Asian-Australian experiences and the contributions that diverse Asian migration has made and continues to make in shaping Australia. 4A's focus in Asia is to promote the breadth of Australian artistic talent, seeking to build an image of Australia that is open, progressive and fundamentally connected with our Asian neighbours.

4A has been a leader in Asian contemporary art in Australia since 1996. In the decades since, we have established a highly respected reputation among artists and audiences, and within an expanding network of international art institution peers. Our long history and ongoing work across Asia is recognised as having raised awareness of Asian-Australian art and culture and we continue to celebrate Australia's diverse cultural heritage and growing links throughout the wider Asian region.

ROLE OVERVIEW

Reporting to the Artistic Director/CEO, this position is responsible for the management and delivery of 4A's marketing and communication, and audience development strategy and activities.

SELECTION CRITERIA

The ideal candidate will demonstrate ability and/or expertise in the following areas:

1. Communications and advocacy – An excellent communicator, the candidate will have the demonstrated ability to develop, plan and implement marketing, media, communications, and audience development strategies for an arts organisation. They will have a creative approach to content production and using social media to grow reach and engagement. They will have a keen eye for detail, branding and design, and a commitment to accessibility and inclusivity of communications.

2. Stakeholder relations and customer service – The candidate will have excellent relationship management and customer service skills, and a track record of developing partnerships and opportunities that fulfil organisational values and targets for growth. They will have experience developing and managing fundraising campaigns and/or business development activities for an arts organisation, including retail and sponsorship.

3. Management and collaboration – The candidate will have demonstrated experience in developing and managing work plans and budgets. They will be experienced in supervising the work of staff and contractors, developing and mentoring colleagues, and will be an active contributor to a collegiate workplace culture. They will have the ability to be proactive in a small team environment, work independently, and collaborate effectively with colleagues to achieve organisational goals and objectives.

4. Engagement with contemporary art – The candidate will have knowledge and networks in Asian and/or Australian contemporary art, and an understanding of current national and international conversations in the industry. They will have experience of, or familiarity with, the operations of contemporary arts organisations and the arts ecology within Australia.

5. Desirable selection criteria – Current Working with Children Check, First Aid Certificate, Responsible Service of Alcohol, and NSW Driver’s Licence. Demonstrated ability to use Adobe Creative Suite, Canva, Mailchimp, Eventbrite, Google Workspace, CMS, Hootsuite. Proficiency (at any level) of language/s, particularly Asian languages, is desirable.

WORKING RELATIONSHIPS

Position	Communications and Engagement Manager
Reporting to	Artistic Director/CEO
Direct Reports	<ul style="list-style-type: none"> ● Marketing Coordinator ● Marketing contractors (graphic designers, publicists, web developers) ● Publishing contractors (writers, editors)

ROLE RESPONSIBILITIES

Marketing and Communications	<ul style="list-style-type: none">● Develop and deliver an annual marketing and communications strategy for 4A● Develop and deliver marketing and communications plans for each of 4A's programs● Manage annual and individual project media campaigns, including writing and disseminating media releases, developing relationships with media contacts, and managing contract publicists● Develop and deliver communications material to promote 4A's program: including eDMs, web and social media assets, media releases, advertising, and exhibition signage● Oversee and edit all communications materials to ensure consistency, quality and clarity of corporate messages and branding● Manage the production of print and online publications● Manage website and social media, including development of platforms and content production● Work with program curators and project leads to increase reach and visibility of 4A's exhibition and public programs● Coordinate all administration processes relating to marketing and communications● Manage media and marketing reportage and analysis.
Audience Development	<ul style="list-style-type: none">● Manage the development and delivery of audience engagement strategies to support positive visitation experiences for both new and returning visitors and to increase audience reach and community engagement across 4A's programs● Contribute to the development of 4A's public programs and annual artistic program● Manage 4A's retail strategy, including merchandise production and sales systems● Advise on opportunities to create more inclusive, accessible equitable programs for 4A audiences.

Development	<ul style="list-style-type: none"> ● Work with the Artistic Director/CEO and General Manager to develop and deliver 4A's fundraising and development program, including fundraising strategies and programs, maintaining relationships with donors and expanding and delivering our annual fundraising campaigns ● Identify and cultivate new partnerships, funding and income sources, and donors to support 4A's growth ● Manage reporting related to marketing, communications and development ● Contribute to grant applications, pitches and acquittals to funding bodies, foundations and corporate partners.
Strategy and Finance	<ul style="list-style-type: none"> ● Develop and monitor marketing budgets and provide regular reports to the Artistic Director/CEO and General Manager ● Manage marketing and development expenditure in accordance with 4A's financial management processes ● Contribute to the development and review 4A's Strategic Plan and associated program plans ● Support the production of the Annual Report.
Operations and Compliance	<ul style="list-style-type: none"> ● Support operational tasks as delegated by the Artistic Director/CEO and General Manager ● Ensure that sustainable practices and procedures are implemented within the marketing and development program ● Implement 4A's policies and procedures in day-to-day tasks ● Ensure that occupational health and safety standards are maintained in 4A's programs and operations ● Develop risk management plans as required for the marketing and development program.
Human Resources	<ul style="list-style-type: none"> ● Supervise the work of the Marketing Coordinator, marketing and publishing contractors ● Conduct annual performance reviews with direct reports ● Actively contribute to a collaborative and collegiate workplace culture ● Support the professional development of team members ● Support mentorship of team members, contractors, interns and volunteers.
Advocacy and Engagement	<ul style="list-style-type: none"> ● Ensure that 4A is perceived as an expert in the field of contemporary Asian art and contemporary Australian art. ● Participate in industry panels, meetings and committees. ● Identify opportunities for 4A to increase its visibility and profile in the broader community.

HOW TO APPLY

Applications close Wednesday 7 December 2022, 5pm (AEDT). Late applications will not be accepted.

Interviews will take place in the week beginning 12 December 2022.

To enquire about the role, please email 4A's Artistic Director/CEO, Amrit Gill, at amrit.gill@4a.com.au.

Your application should be a single PDF sent to amrit.gill@4a.com.au that includes:

- Cover letter, outlining your interest in and suitability for the role
- Current CV, including two (2) referees and their contact details
- Response to the selection criteria, up to two (2) pages in length
- Links to two (2) writing/content samples.

4A welcomes and encourages applications from people with disability, the LGBTIQ+ communities, from Aboriginal and/or Torres Strait Islander people, and people from culturally and linguistically diverse backgrounds, particularly the Asian diaspora, for this role