

PICA

Perth Institute of
Contemporary Arts

info@pica.org.au
09 9228 6320
51 James St, Perth
→ pica.org.au

ABN: 49 009 372 927

PERTH INSTITUTE OF CONTEMPORARY ARTS (PICA)

PICA sits on the unceded homelands of the Whadjuk Noongar People who have cared for this Country for thousands of years. PICA acknowledges all First Nations people and the importance of their care and continued connection to culture, community and Country. We offer our respect and admiration of Elders past, present and emerging, whose knowledge helps us understand this place in profound and meaningful ways.

Operating since 1989, PICA's key aim is to support, present and promote contemporary arts and to stimulate critical discussion around the arts and broad cultural issues. Fundamental to its charter is the provision of a site for experimentation, critical analysis, discussion and debate. In many aspects of its operations, PICA might be understood as an incubator: providing resources, mentoring and support for artists whilst promoting new and emerging ideas, forms and practices to the broader community.

PICA works as both a producing and presenting organisation, delivering an annual program of changing art exhibitions, seasons in contemporary dance, experimental theatre, new music and live art. Our studio program provides space and time to artists to experiment and take risks. PICA is recognised as a leader in its work at the intersection of art forms, championing and supporting artists who push disciplinary boundaries. We play a pivotal role in the development and presentation of significant projects by national and international artists at all stages of their careers.

PICA's programs are carefully crafted, ensuring connections are forged not only between artists and audiences but across art forms, cultures and geographies. PICA champions First Nations voices by supporting work that is First Nations-led and celebrates Aboriginal ways of being and knowing. PICA is advised by its First Nations Advisory Group and Artist Advisory Group.

For artists, audiences and other communities it serves, PICA is a meeting place, a provocateur, a resource and most importantly a partner in the realisation of big and new ideas. PICA actively engages with communities in and beyond the art world to ensure what we do is relevant, timely, accessible and responsive. Our public and creative learning programs, PICA Hub and free and access-friendly program of talks, panels and school holiday workshops provide avenues for a range of audiences to gain a deeper understanding of how art can help define our sense of self, identity and place, and celebrate our communal experiences as a society.

Our Purpose

To engage, nurture and value contemporary artists, ideas and audiences.

Our Vision

To be the home of contemporary arts in Western Australia.

Our Values

- Visionary Thinking

We work with artistic practices at the forefront of culture and ideas, encouraging experimentation, innovation, free thinking and fresh voices.

- Connection

We support artists to create enriching and thought-provoking experiences that connect with diverse communities.

- Pathways

We work with artists and arts workers at all stages of their careers, creating opportunities that respond to their needs and sustain their practice.

- Belonging

We are committed to building a supportive environment of integrity and accountability where everyone feels seen, heard and supported. Working together is central to everything we do.

- Sustainability

We collectively imagine and contribute to a sustainable and more equitable future for the arts and society more broadly.

POSITION DESCRIPTION

Title: **Marketing & Communications Coordinator**

Position status: Fulltime – 1.0 FTE

Responsible to: Marketing & Communications Manager

Direct reports: none

Key relationships: Internal: Designer (freelance), Director/CEO, General Manager, Development Manager, Curator, Producer, Public Program & Studio Manager, Learning & Access Manager and Visitor Experience Manager

External: artists, publicist, suppliers

POSITION PURPOSE

PICA's Marketing & Communications Coordinator works closely with the Marketing & Communications Manager to deliver PICA's overall communications and marketing strategies, with major areas of responsibility being in digital communication and marketing, audience analytics and supporting media relations activity. As an integral member of the Communications team, the Marketing & Communications Coordinator is responsible for PICA's digital communication channels, with a focus on growing the organisation's digital presence and implementing the planning, production and distribution of digital content for use across the organisation. They play an important role in understanding PICA's audiences (onsite and online), and ensuring the timely and accurate collection, collation and analysis of audience data and feedback. The Marketing & Communications Coordinator also plays a key part in maintaining the organisation's Customer Relationship Management (CRM) system, together with the Development Manager. This role is also a key driver in the coordination of PICA's events, including exhibition private views, performance openings, donor activities and public programs.

DUTIES AND RESPONSIBILITIES

1. Strategy

- Assist the Marketing & Communications Manager in the implementation of PICA's overarching communications and marketing strategy, including annual audience targets and audience development strategies (onsite, offsite and online)
- Support the Marketing & Communications Manager to implement new and innovative digital, web, email and social networking strategies to improve communications and business development opportunities
- Identify and coordinate cross-promotional opportunities

2. Implementation

Work as part of the Marketing & Communications team and at the highest professional standards to ensure the timely promotion of PICA's programming, including:

- implement PICA's digital marketing plan, managing the social media schedule (i.e. Facebook, LinkedIn, Twitter, YouTube, Instagram, TikTok), producing paid digital campaigns (social media and Google Ads), producing and distributing eDMs, and maintaining PICA's website and online listings
- generate high quality, accurate and engaging content for online use, including texts, images, GIFs and videos
- where directed, liaise with artists and program partners to create collateral that best reflects their work
- working with direction from the Marketing & Communications Manager, collate content for media releases and facilitate image requests as required
- in consultation with the Marketing & Communications Manager, implement marketing campaigns for ticketed programs, including the performance program and events as required, with a strategic approach to increasing paid audience attendance
- build events for sale through PICA's ticketing system (Ferve), including maintenance of live events and establishing automated season and post season ticketing reports
- assist in driving promotion of non-ticketed and free events via PICA's eDMs and website, identifying cross promotional opportunities and sharing registration links with project leads
- with the Development Manager, produce direct communications to donors, sponsors and funders, supporting PICA's partner stewardship by ensuring relevant acknowledgements in all marketing collateral, including logo, text and verbal attributions
- support the production and delivery of printed collateral including PICA signage and promotional materials
- generate briefs for contracted photographers and videographers, and be a venue liaison for those documenting events onsite
- assist with recording and archiving of press materials, documentation and media coverage

3. Audience & Evaluation

- Track and analyse PICA's Google Analytics performance, SEO and SEM advertising, providing informed analysis and reports, and suggesting actions to achieve PICA's vision, strategic goals and KPIs
- In consultation with PICA's Marketing & Communication Manager and relevant program managers, develop audience evaluation frameworks (including surveys) for PICA's programming activities
- Develop an understanding of PICA's existing and potential audiences through data evaluation and segmentation with the goal to increase reach and organisational engagement
- Assist the Marketing & Communications Manager in generating reports for the Board, funding bodies, sponsors and other stakeholders
- Complete and contribute to audience attendance tracking, attendance analysis and season wrap up packs
- Assist the Development Manager in maintaining PICA's CRM system and produce reports as requested

4. Events

- Provide high level event coordination to deliver PICA's events and functions, including exhibition private views, performance openings, donor activities and public programs
- Maintain a safe work environment, adhering to PICA's OH&S and Fire and Emergency Procedures for PICA staff, guests and external contractors
- Together with the General Manager, ensure necessary compliance of all PICA events

5. Other

- Develop and maintain key relationships with local organisations, professional associations, committees and art industry colleagues, including First Nations networks, and generally contribute to a culture of research, learning, cultural engagement, discussion and debate
- Adhere to PICA's Code of Conduct, WHS policies and other relevant policies and processes
- Other duties as directed from time to time

SELECTION CRITERIA

Essential:

1. Demonstrated experience in creating and delivering digital marketing campaigns, including a comprehensive working knowledge of social media assets, Google Analytics and WordPress
2. High quality and engaging copywriting skills for visual and performing arts, and the ability to adapt style depending on the audience
3. Demonstrated experience in data collection and analysis
4. Experience in event management
5. An ability to adapt to change within a fast-paced work environment with a proactive, problem-solving, can-do approach to challenging tasks.
6. Experience working within a small team, including strong time management skills and the demonstrated ability to effectively deliver multiple projects at once
7. Tertiary qualifications in marketing or relevant field or equivalent of 3 years experience in arts marketing

Desirable:

1. Understanding of the national contemporary arts sector
2. Experience with Ferve Ticketing and Raiser's Edge CRM
3. Photography and/or video editing skills
4. Current driver's licence

TO APPLY

PICA is committed to creating a workplace that is culturally aware and as diverse as the audiences we present to. We encourage submissions for this role from Aboriginal, Torres Strait Islander and Culturally and Linguistically Diverse applicants. We also encourage submissions from people who identify as living with disability. If at any stage of the application or recruitment process you require any accommodation, please contact us.

Your application should be submitted by email and include two pdf attachments:

- A written response to the above selection criteria (no more than two pages)
- A CV with two current references (no more than two pages)

For enquiries about this role or your application, please contact PICA's General Manager, Alana Culverhouse at alana.culverhouse@pica.org.au

KEY DATES

Applications are due by 5pm (AWST) Friday 5 April 2024 to Alana Culverhouse, General Manager at jobs@pica.org.au

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