

## Position Description

Communications and Design Coordinator

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Title of Position	Communications and Design Coordinator
Hours	Part Time – 0.6 FTE
Responsible to	Marketing and Development Manager
Appointment	2 year contract

### OVERVIEW

Guildhouse works with artists, craftspeople and designers, government and industry, to build skills and knowledge. Together, we create opportunities for meaningful, sustainable careers in the creative sector. As the peak body for art, craft and design in South Australia, Guildhouse engages and supports artists with creative and career development programs such as Australian and international residencies, mentorships, one-on-one advice, tailored business skill development, network development and exhibition opportunities.

The role of Communications and Design Coordinator will attract a communications, media or marketing graduate with a focus on writing, digital media, content development and design. The successful applicant will have a passion for audience engagement, captivating storytelling, and analytics. The role has a focus on content creation, social media, audience reach and graphic design, building on Guildhouse's audience engagement across multiple platforms– web, social media, SEO, e-newsletters and printed communications.

You will possess highly developed writing and communications skills and an eye for detail. You are excited by the challenge of producing imaginative and engaging written and visual content that reflects the diversity of our sector and initiatives.

Guildhouse's small and dynamic team works out of the Lion Arts Centre in Adelaide's creative West End. Guildhouse is an equal opportunities workplace and persons who identify as Aboriginal and/or Torres Strait islander, or from other diverse cultural backgrounds, are encouraged to apply. Persons with lived experience of disability are encouraged to apply.

### BACKGROUND

Guildhouse' vision is for artists to have sustainable careers and to be recognised and valued by our community. We are a not-for-profit, incorporated association founded in South Australia in 1966. Guildhouse has over 950 members from diverse areas of contemporary visual art practice and all career stages, in addition to arts organisations, government agencies, businesses and Guilds.

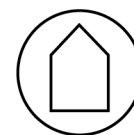
Artists are central to everything we do:

- We build careers
- We foster excellence
- We take the arts outside of the arts
- We create and nurture opportunities for our members

**guildhouse**

Street Address: Lion Arts Centre,  
Cnr North Tce & Morphett St, Adelaide  
PO BOX 8067 Station Arcade SA 5000  
PH: (08) 8410 1822 [guildhouse.org.au](http://guildhouse.org.au)

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- We believe in a strong creative sector for all
- We believe in fair pay for artists

Our programs strive to develop artistic and professional excellence, supporting the professionalisation of artistic practice. We develop and promote opportunities that take artists out of their traditional studio practice and support them to extend their work through collaboration, research, and experimentation in new environments, to new and diverse audiences.

We partner broadly to maximise the impact the work we do.

## KEY RESPONSIBILITIES

1. Work closely with the Marketing and Development Manager to deliver on marketing strategies to increase the profile of Guildhouse and grow awareness of, and participation in, our programs,
2. Write and deliver compelling audience-relevant content for Guildhouse communication channels across social media, EDM, website and print,
3. Interpret and respond to digital analytics to continuously improve digital and social performance,
4. Produce compelling visual materials including advertising, signage, web pages and partner documentation for screen and print,
5. Develop and maintain Guildhouse website content,
6. Support publicity and media engagement strategies by maintaining up to date media lists, building good relationships, identifying new collaborative opportunities, and providing timely responses to media enquiries,
7. Work with Guildhouse's cultural and corporate partners to contribute to and implement communications strategies that amplify the outcomes of our collaborations,
8. Attend, and provide assistance to Guildhouse programs and events, with a focus on social media and publicity,
9. Support documentation and publicity photography of artists and Guildhouse initiatives,
10. Produce timely, concise reporting to support Guildhouse management, partnerships, and funding bodies.

Some out of hours work will be required

## KEY ATTRIBUTES AND CAPABILITIES

1. Exceptional writing skills, passionate storyteller and communicator,
2. Strong interpersonal skills – you are adept at building relationships and you are a great collaborator,
3. Well-honed organisation and prioritisation skills,
4. Proficiency in digital media – you embrace social, digital marketing and new media,
5. You are interested in the arts and stimulated by ideas, people, creativity and contemporary culture,
6. You are self-aware, inclusive, reliable and trustworthy

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## SELECTION CRITERIA



### Essential

1. Tertiary qualifications and/or demonstrable experience in communications, marketing or media arts,
2. Demonstrated experience in high-quality writing for various audiences,
3. Outstanding oral, written, and interpersonal communication skills,
4. Aptitude for developing creative solutions for communications challenges, research and captivating storytelling,
5. Sound graphic design skills, able to adapt existing templates with new content (at minimum), possessing an aptitude for realising key aesthetic outcomes,
6. Capability for trouble shooting and analytics - experience in maximising the effectiveness of digital marketing channels,
7. Exceptional organisation, strong time management and a demonstrated ability to work under pressure with competing deadlines

### Highly Desirable

1. Experience with Design software such as; Adobe InDesign, Photoshop, Visme, Genially, GIMP, Vectr, Canva or similar, an interest in, and an aptitude for design,
2. Experience using programs such as CMS and e-comms platforms
3. Understanding of South Australian/national media Active interest in the arts and cultural sector
4. Active interest in the arts and cultural sector

## APPLICATION PROCESS

Your application should include a CV, covering letter (max 2 pages) addressing the criteria and a minimum of two samples of written content produced by the applicant.

### Applications close Sunday 5pm August 8, 2021

Please direct enquiries to Emma Bedford, Operations Manager,  
on 08 8410 1822 or [emma.bedford@guildhouse.org.au](mailto:emma.bedford@guildhouse.org.au)

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