

INJALAK ARTS – KUNWINJKU COUNTRY

Position Title: eCommerce & Administration Officer

Reporting to: Operations Manager

Salary: \$60,000 – 70,000 plus superannuation, accommodation, allowances, salary packaging and above award conditions

Location: Gunbalanya community, West Arnhem Land, NT (some local and some regional travel may be required)

Contract: 6 month contract (renewable)

Travel: You may be required to travel to regional and interstate industry events, supporting the artists to attend and participate

About the role

This newly created role of eCommerce & Administration Officer is part of a small, dynamic team that ensures development of online retail of Injalak Arts, based in Western Arnhem Land. This position coordinates all online promotions and sales of the art centre in the remote community of Gunbalanya and supports the Operations Manager in the administration of the organisation. This position is responsible for the implementation of digital marketing plans, developing content and assisting with online and traditional marketing channels to achieve our communication and marketing objectives. This role coordinates the full range of digital engagement mechanisms, including the organisation's website, social media channels: Facebook and Instagram, online stores, third-party review sites, etc.

This position is required to build capacity in Bininj staff to develop eCommerce skills to support the position. The art centre itself supports the artist membership comprising over 300 regular artists across Gunbalanya and outstation communities.

Position Objectives

1. Develop the online retail market for sales of artworks and associated products, as well as regular supply to galleries and shops
2. Position Injalak Arts as the leading organisation within the sector, with consistent and timely content which is on brand and builds our engagement with audiences.
3. Aid in the development of paid and owned content, and implement marketing plans across a wide range of digital marketing channels.
4. Provide leadership and guidance across Injalak Arts to ensure a dynamic high-quality online presence. Drive innovation in digital marketing across display media, social media, search and retargeting as well as EDM and publications.

5. Hold ongoing responsibility of Injalak Art's digital channels, including website and socials, including developing and implementing an ongoing digital strategy to increase our digital footprint and reach new audiences online.
6. Distribute compelling digital content that promotes our artists' voices and support the objectives of significantly growing our audiences and content for artist opportunities while driving new supporter acquisition for fundraising, advocacy and general brand awareness.

About the art centre

Injalak Arts & Craft Aboriginal Corporation is celebrating 31 years as an established art centre run by an Indigenous Board of Directors. This work continues at the foot of Injalak Hill which holds some of the most significant rock art in the world and continues an art making tradition spanning more than 65,000 years. Injalak's artists create paintings on paper and bark, carvings, weavings, textile design and screen-printing, multimedia projects and much more. The art centre offers vital opportunities for the people of Gunbalanya and surrounding homelands, not only in terms of employment and other economic development, but in social, cultural, health and wellbeing. The art centre is internationally renowned for its representation of Kunwinjku traditions.

Team members have core duties but are also flexible and multi-task to assist each other as required/directed to ensure the smooth functioning of the art centre. There can be significant seasonal impacts on time allocation to tasks.

Applications close at 5pm Monday 01 February 2021

For questions about the position and submitting applications please contact the Operations Manager by emailing: Emily@injalak.com

eCommerce & Administration Officer

Duties and Responsibilities:

Operational & Governance

- Recognise and respect existing Traditional Law and leadership frameworks
- Adhere to the projects and programs of the art centre as outlined in the organisation's business, strategic and marketing plans and in accordance with relevant funding requirements and guidelines
- Uphold good governance procedures as applicable to an Aboriginal Corporation
- Support employment and training opportunities for Art Workers
- Adhere to Injalak Arts' Code of Conduct, the Indigenous Commercial Code of Conduct and the community's cultural protocols
- Develop and maintain positive working relationships with the local community, Injalak Arts partners, relevant agencies, service providers, and new and existing customers
- Maintain regular communication with the Operations Manager on all operational and artistic matters
- Ensure all online retail policies and procedures are updated to reflect best practice operations
- Attend regular artist meetings and listen to the needs of members

Online retail

- Online community management
- Redevelop the Injalak website
- Maintain and progress sales channels: Instagram, Etsy, Facebook
- Support the development of new digital products
- Combat unethical buying – support education about unethical buying as directed by the CEO
- Develop Bininj capacity by fostering a supportive learning environment
- Undertake special projects in consultation with the CEO

Sales & Promotion

- Support business development in line with CEO and Board directives
- Oversee the online sale of artworks and meet targets
- Support the online promotion of exhibitions and projects
- Support the promotion of products and services as required
- Manage the website, social media and online community, including developing an email newsletter
- Monitor and support the implementation of artists' copyright and intellectual property rights
- Support Bininj staff in the packing and freight of artworks
- Develop and maintain CRM database

Admin

- Support the Operations Manager in office administration
- Support the Operations Manager with maintaining the organisation's webmail
- Run the buying desk for artwork and product acquisition
- Maintain efficient and accurate file management systems including the SAM database
- Comply with relevant occupational health and safety legislation and ensure safe work practices are observed
- Undertake other administrative duties as required

SELECTION CRITERIA:

Essential

1. Tertiary qualifications and/or equivalent work experience in arts marketing or related industry
2. An understanding of the contemporary Aboriginal art market or the broader visual arts and crafts industry
3. Strong understanding and experience in the technical components of digital marketing, including website CMS WordPress and Social Media Management skills
4. Extensive experience in digital marketing campaign management and understanding of emerging digital media trends
5. Experience in website design and development principles preferable, including redesign involving web accessibility, content strategy development and user experience
6. Ability to work effectively and proactively with a wide variety of internal and external stakeholders, whilst also being highly responsive, with strong verbal and online communication skills
7. Experience in the development or implementation of a content strategy aligned with strategic priorities

Desirable

1. Capacity to live and work in a remote cross-cultural environment
2. A current driver's license, capability in remote area travel (4WD, Manual) and ability to travel for extended periods
3. Previous experience in an Indigenous art centre
4. Experience in community development and/or working in an intercultural context
5. A current Ochre Card or ability to obtain one

The successful applicant will be required to obtain a National Police clearance and Working with Children Certificate – (on acceptance of position and conditional to contract offer).

SALARY PACKAGE

1. Award

Employment conditions in accordance with Amusement, Events and Recreation Award 2010. A 6-month renewable contract is offered.

2. Salary

\$60,000-\$70,000 salary plus allowances depending upon qualifications and experience relevant to the position.

3. Hours

Standard ordinary hours are 7.6 hours a day based on 38 hours per week. However, there is the requirement to work some out of hours work during key peak periods. Details will be discussed with you at the interview.

4. Annual leave

Annual leave provided will be six weeks per annum on completion of 12 months service and accrued pro-rata.

5. Time off in Lieu

Where approved by the CEO, you may take time off in lieu up to a maximum of 15 days per year and a maximum of 5 days per quarter. No more than 5 days of time off in lieu may be accrued and taken within each quarter. TOIL is not accrued and must be nominated in advance and approved by the CEO

6. Relocation assistance

A relocation allowance of up to \$1,000, with 50% being paid after six months service and 50% paid after 12 months service.

7. Long service leave

Long service leave will be paid in accordance with the Long Service Leave Act 1987

8. Vehicle & Driver's License

A current NT (Class C Manual) Driver's license is an essential requirement. Injalak has a vehicle to support a wide range of activities and outreach. This vehicle is available for limited personal as approved by the CEO; such use includes reasonable travel to/from Darwin.

9. Superannuation

Injalak Arts makes superannuation contributions of 9.50% as per legislative requirements. These contributions can be paid into your nominated super account

10. Accommodation

Subsidised accommodation is provided and will be discussed at interview. A contribution towards utilities will be required.

11. Other benefits and services

Professional development is encouraged and promoted by providing staff training as necessary and attendance at seminars/conferences is supported.

12. Conditions specific to Injalak Arts:

- Staff must abide by the relevant section/s of the Indigenous Australian Aboriginal Art Code.
- Staff must follow the policy for the purchase of artworks as detailed in the Injalak Arts Policy and Procedure manual.
- Recognise that Injalak Arts operates within a limited budget, whose primary purpose is the delivery of quality arts enterprise services to Bininj .

13. PROBATION AND PERFORMANCE REVIEWS:

This position is subject to probation. A probationary period of 3 months service will need to be completed. A performance review will be held at the end of the probationary period by the Operations Manager and CEO and continuing employment confirmed subject to satisfactory performance.

Should you not perform your duties to the satisfaction of the CEO, the CEO may at their discretion extend the period or terminate this contract of employment by giving you relevant written notice or paying you in lieu of the notice period.

A performance review will also be conducted by the Operations Manager.

SUCCESSFUL CANDIDATES

Police Clearance: You will be required to provide a National Police Clearance Certificate before commencing employment. Expenses of obtaining this clearance will be your responsibility.

Ochre Card: You will be required to provide a Ochre Card before commencing employment. Expenses of obtaining this clearance will be your responsibility.

APPLICATIONS:

Applicants are requested to submit written applications including a cover letter, addressing the selection criteria, resume and referees. Your application should be addressed to: Operations Manager, Injalak Arts and Crafts Aboriginal Corporation via email to emily@injalak.com

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