

THE SUTER ART GALLERY

TE ARATOI O WHAKATŪ

POSITION DESCRIPTION

Position	Marketing & Events Coordinator	Location	The Suter Art Gallery 208 Bridge Street, Nelson
Reports to	Commercial Manager	Date	February 2021

Job purpose

The Marketing & Events Coordinator is responsible for implementing Suter marketing programmes across all channels including media, print, social and digital for both internal and external activities.

The incumbent is also responsible for coordinating Partnership events, Venue Hire and Suter Public Programmes staged at the Gallery and off-site locations.

Marketing & Communications	
<ul style="list-style-type: none"> Create and deliver innovative ways of marketing and promoting gallery exhibitions, public programmes, events and other Suter activities. 	<ul style="list-style-type: none"> Visitors are informed of Gallery activities. Increased visitor numbers. Press releases and advertising.
<ul style="list-style-type: none"> Coordinate design and delivery of digital messaging, media awareness and advertising that support and promote Suter activities. Coordinate implementation of Suter Event Calendar. 	<ul style="list-style-type: none"> Facebook, Instagram and website. Increased awareness and following. Increased visitor numbers. Increased social interaction.
<ul style="list-style-type: none"> Create innovative member newsletters. 	<ul style="list-style-type: none"> Friends of The Suter Legacy Group
<ul style="list-style-type: none"> Collate and maintain visitor engagement statistics. Prepare income and expenditure information on Venue Hire. 	<ul style="list-style-type: none"> Know and grow the market All budgets are met

<ul style="list-style-type: none"> • Manage relevant invoicing, purchase orders, agreements, and other relevant Suter processes ensuring that they are completed in an efficient manner and to a high standard. 	<ul style="list-style-type: none"> • Administration. • Health & Safety • Audit Compliance.
<ul style="list-style-type: none"> • Proactively increase awareness of the range of function options at The Suter, thereby increasing commercial revenue. 	<ul style="list-style-type: none"> • Develop and deliver Sales strategies in conjunction with the Commercial Manager. • Build new industry relationships, as per the targets set by the Commercial Manager.

Public Programmes, Venues and Partnerships	
<ul style="list-style-type: none"> • Design and deliver a programme of public events and activities to support the exhibitions programme. 	<ul style="list-style-type: none"> • Floor talks in conjunction with the Curator. • Public events for Suter visitors. • Friend of The Suter events.
<ul style="list-style-type: none"> • Coordinate hosts and any techs required for Public Programmes and Venue Hires. 	<ul style="list-style-type: none"> • Visitor satisfaction. • No technical hitches.
<ul style="list-style-type: none"> • Source necessary contractors and third-party suppliers and keep up-to-date details on the database. 	<ul style="list-style-type: none"> • Professional coordination and maintenance of business partnerships.
<ul style="list-style-type: none"> • Coordinate the production, delivery, and closure of each Public Programme event. 	<ul style="list-style-type: none"> • Pack-in/Pack-out. • Security. • Health & Safety.
<ul style="list-style-type: none"> • Administer relationships with corporate clients, legacy group members and sponsors. • Coordinate events for these groups. 	<ul style="list-style-type: none"> • Professional coordination and maintenance of client relationships. • Clients and members feel valued.
<ul style="list-style-type: none"> • Ensure that public and private event related. logistics are well managed. • Manage Venue Hire agreements and associated processes. 	<ul style="list-style-type: none"> • All parties informed. • Event Run-sheets – no surprises. • Conversion rates are achieved.
<ul style="list-style-type: none"> • Ensure cultural, safety and the preservation of The Suter's collection and exhibitions are priorities when events are delivered in all Gallery spaces. 	<ul style="list-style-type: none"> • Collection care is paramount. • All assets protected.

ORGANISATIONAL OBLIGATIONS	
Tasks/Responsibilities:	
<ul style="list-style-type: none"> Ensuring as an Employee that the Staff Health & Safety Responsibilities are observed. 	<ul style="list-style-type: none"> Requirements and responsibilities are satisfied.
<ul style="list-style-type: none"> Be responsible as a 'building warden' for a designated area of The Suter, in the event of emergencies and evacuations. 	<ul style="list-style-type: none"> Requirements are met correctly.
<ul style="list-style-type: none"> Ensuring compliance with Museums Aotearoa Code of Ethics. 	<ul style="list-style-type: none"> Responsibilities are satisfied.
<ul style="list-style-type: none"> Ensure sensitivity to cultural issues and awareness of Treaty of Waitangi principles. 	<ul style="list-style-type: none"> Appropriate sensitivity observed.

Delegated Authorities	
Financial Authority	Nil.
Direct Reports	None; will oversee Casual Hosts, Techs and Volunteers as required.
Area of Impact	Gallery wide.

Functional Relationships with:	
External	Internal
General public, visitors, Friends of The Suter, hirers, suppliers and contractors.	The job holder works with all staff, especially with the Commercial Manager, Exhibitions Manager and Team Leaders/Coordinators.

Person Specification/Competencies:

Knowledge/Experience/Professional Qualification/Technical Skills

- Strong client relationship building. Proven ability to negotiate.
- Event planning and coordination experience with a drive for creativity.
- Experience with digital platforms, websites, social media, database and Adobe Suite.
- Demonstrated ability in event marketing and social media marketing experience.
- Photography and video editing experience desirable.
- Demonstrated ability to communicate with both internal and external stakeholders at all levels.
- Intermediate level knowledge of Microsoft Office Products.
- Outstanding organisation skills and the ability to juggle multiple tasks.
- An ability to work unsupervised and participate positively as a part of a team.
- Excellent communication skills, oral and written.
- Tourism, GLAM or Charity sector events experience preferred.
- Sensitive to cultural issues and aware of Treaty of Waitangi principles.
- First aid certification.

Disclaimer: The above statements are intended to describe the general nature and level of the work being performed by the incumbent in their assigned position. They are not construed as an exhaustive list of all responsibilities, duties, or skills required of the incumbent. From time to time, personnel may be required to perform duties outside of their normal responsibilities as needed.

Employee signed: _____

Date: _____