

AUSTRALIAN TAPESTRY WORKSHOP

POSITION DESCRIPTION DEVELOPMENT & COMMUNICATIONS COORDINATOR 2022

Position Title	Development & Communications Coordinator
Salary:	\$58,000 - \$70,000 plus 10% employer superannuation contribution
Hours:	Four days a week (pro rata)
Reports to:	Director

ROLE CONTEXT

The Australian Tapestry Workshop is an international leader in contemporary tapestry and collaborates with a range of international and Australian artists. Located in South Melbourne, it was established in 1976 as a not-for-profit company limited by guarantee. In addition to creating innovative works of art, it promotes the art of contemporary tapestry worldwide and engages the public through weaving classes, exhibitions, programs, collaborations, publications and social media.

The Development and Communications Coordinator is a key member of the small Management team, reporting to the Director. As a not-for-profit entity the ATW has a range of revenue sources including tapestry commissions; class fees, sales and services; donations: foundation and government funding; and corporate partnerships.

POSITION SUMMARY

The position implements and manages the ATW's fundraising programs and communications, and assists in marketing and public relations activities to raise the profile of the ATW and build business. The Development and Communications Coordinator works closely with the Director, Operations Manager and Board in the areas of strategic planning, extending the corporate and philanthropic networks for the organisation, and implementing strategy and programs to increase revenue from philanthropy, grants and sponsorship. The role manages donor stewardship and takes a leadership role in managing all friend raising, fund raising and public engagement events. The Development and Communications Coordinator also manages the development and design of print and digital in-house marketing materials, supported by the Communications Officer. The role requires a minimum of three days onsite as well as attendance at after-hours events.

KEY RESPONSIBILITIES

- 1 Manage and service donors and stakeholders through excellent service, positive engagement and efficient delivery of the development program.
- 2 Design and manage the ATW's fund-raising budget, campaigns, publicity and communications.
- 3 Provide leadership in all stakeholder relationships, donor events and stewardship.
- 4 Support the Director to secure and steward major donors and clients.
- 5 Work closely with the Director and Board to raise the profile of the ATW and help create business opportunities.
- 6 Identify and generate funding proposals to philanthropic foundations and government organisations; undertake acquittal of grants; and provide quality reports to the Director, Board and funding entities.

- 7 Manage and develop the donor/client database including the management of donations and provide high level reporting to Director, Board and stakeholders.
- 8 Work closely with key stakeholders in the design and delivery of print and digital communication materials including newsletters, brochures, invitations and marketing materials for the ATW.
- 9 Work closely with the Public Programs Coordinator on a lively calendar of events and the development of public programs (including Friends of ATW) and exhibitions.
- 10 Liaison point with external PR consultants, content creators and media.
- 11 Work with the Director and the Operations Manager to develop and control the fund-raising program.
- 12 Other duties as required.

KEY SELECTION CRITERIA

- 1 Demonstrated experience in developing and managing a donor and stakeholder program as well as an annual giving program.
- 2 Demonstrated high level experience in successful grant applications and acquittals to foundation and government organisations.
- 3 Highly motivated, high achieving and driven to achieve results in a timely and effective manner.
- 4 Ability to self-manage a complex workload using outstanding organisational management techniques with meticulous attention to detail.
- 5 Ability to manage the fundraising, sponsorship and communications for the ATW.
- 6 Excellent organisational skills, flexibility, the ability to meet tight deadlines and work very closely and effectively in a small team.
- 7 Strong digital skills, including Adobe Creative Suite, Microsoft Office, Website CMS and CRM software.
- 8 Demonstrated ability to develop and deliver engaging, high quality marketing campaigns across digital and print platforms, particularly as it relates to the Arts.
- 9 Well-developed networks and professional contacts and a sound understanding of the philanthropic and corporate sectors.
- 10 Excellent communication and interpersonal skills, including experience working with Boards and Committees and the ability to confidently work with a broad range people including high-level donors, colleagues from government and other arts organisations, sponsors and community and corporate leaders.

OTHER RELEVANT INFORMATION

- This position will be subject to a three-month probation period and performance review.
- The successful applicant may be required to undergo a Victorian Police Records' check.
- The ATW is an Equal Opportunity Employer and operates a smoke-free work environment.
- COVID-19 vaccinated
- **For further information or to submit an application please email
Antonia Syme, Director – contact@austapestry.com.au**