

biennale of sydney

international festival of contemporary art

Website Coordinator Information Package

Introduction (advertisement)

Selection Criteria

Position Description

Employment Terms

Website Coordinator (advertisement)

An exciting role exists for the right person to extend and showcase their digital skills as the Website Coordinator for the 17th Biennale of Sydney. This is a unique opportunity to work closely with high calibre national and international artists, arts workers and venues in a fast-paced and exciting festival.

The Biennale of Sydney (BoS) is one of the longest running international biennales and Australia's leading contemporary visual arts event. Since its inception in 1973, the BoS has successfully delivered 16 major exhibitions, which have featured more than 1355 artists from over 82 countries.

The successful applicant will be part of a team of highly motivated, specialist staff and play a key role in the organisation. A proven track record in website administration and online project management is essential.

The Website Coordinator is responsible for content creation and overall website and digital project management. The BoS' online activities are designed to optimise visitor experiences, drive visitor attendance, maximise awareness of BoS activities and brand and support the BoS marketing and social media strategies. The position is also responsible for general IT and web-based software support and file transfer protocols. The Website Coordinator works across departments within the BoS and liaises with external stakeholders, including designers and hosting providers to develop, implement and maintain a number of BoS websites and online initiatives.

The Website Coordinator reports to the Marketing and Sponsorship Manager. The position offers the rare opportunity to work in a small team and be involved with Australian and international artists.

The position of Website Coordinator is full-time from the agreed commencement date (April 2010) until 31 August 2010. The position will be based at the Biennale office for five days per week, including some late nights and weekends during the opening period up to May 2010. A contract fee will be negotiated with the successful candidate, inclusive of compulsory 9% superannuation.

For further detail, please see the Information Package ([link](#)) or contact Clare Flanagan on (02) 9368 1411 or email art@biennaleofsydney.com.au

Applications marked **Confidential** and addressing the selection criteria must be received by 5pm on **Tuesday 16 March 2010**.

Applications must include:

- a cover letter
- response to each selection criteria
- a current CV
- the names and daytime contacts of at least two (2) professional referees

Forward to: Tehmi Sukhla, Marketing and Sponsorship Manager
c/- Clare Flanagan at:
art@biennaleofsydney.com.au

or posted marked 'Confidential' to :
Clare Flanagan
Website Coordinator Recruitment
Biennale of Sydney
43–51 Cowper Wharf Road
Woolloomooloo NSW 2011

By: 5 pm on Tuesday 16 March

Interviews: Week commencing Monday, 22 March

Start date: Immediate start

Selection Criteria

Position Title:	Website Coordinator
Reporting to:	Marketing and Sponsorship Manager
Direct reports:	Website Volunteers and Interns
Salary:	Contract fee (including 9% employer's superannuation contribution) to be discussed with potential candidates.
Contract Term:	This is a full-time contract position from the agreed commencement date (April 2010) until 31 August 2010.

Based on an application addressing the Essential Criteria, Curriculum Vitae and, for selected candidates, a personal interview and referee reports, the Biennale of Sydney needs to be satisfied that the applicant meets the following criteria.

Essential Criteria

- Proven experience in website development including content management, technical and creative aspects of website design and website maintenance
- Proven experience with CMS systems, FTP and web protocols and medium knowledge of HTML and CSS
- Excellent computer skills together with a solid understanding of PC and MAC software packages, especially in website-related software and file transfer protocol
- Excellent communication and writing skills and a friendly and professional manner
- Proven ability to work cooperatively on large-scale projects in a small team with minimal supervision
- Proven ability to see projects through to completion while adhering to deadlines
- Proven time management skills: ability to prioritise work, work to tight deadlines with competing priorities and limited resources.
- Relevant tertiary qualification in communications/IT and/or equivalent experience
- Excellent administrative skills
- Experience in working with budgets, especially monitoring expenditure against budget and maximising outcomes with limited funds.

Desirable Criteria

- Knowledge of contemporary art both within Australia and internationally
- Network systems maintenance and basic PC and MAC problem solving

Position Description – Website Coordinator

The Biennale of Sydney (BoS) is a non-profit arts organisation that presents an international festival of contemporary art (and Australia's largest contemporary art exhibition) every two years in Sydney's major art museums and galleries, and locations throughout the city.

The BoS is one of the longest running international biennales and Australia's leading contemporary visual arts event. Since its inception in 1973, the BoS has successfully delivered 16 major exhibitions, which have featured more than 1355 artists from over 82 countries. The BoS also produces associated publications, supporting public programs and specialised education activities for students and school groups. The event and most BoS programs are presented free to the public.

The Website Coordinator is responsible for content creation and overall website and digital project management. The BoS' online activities are designed to optimise visitor experiences, drive visitor attendance, maximise awareness of BoS activities and brand and support the BoS marketing and social media strategies. The position is also responsible for general IT and web-based software support and file transfer protocols. The Website Coordinator works across departments within the BoS and liaises with external stakeholders, including designers and hosting providers to develop, implement and maintain a number of BoS websites and online initiatives.

The Website Coordinator reports directly to the Marketing and Sponsorship Manager. The position plays a crucial role in the successful delivery of the 17th Biennale of Sydney and offers the rare opportunity to work in a small team and be involved with Australian and international artists.

Excellent writing and presentation skills are required for the production of online content, and the preparation of copy, image and digital material.

Excellent project management and organisational skills are required for the delivery of the BoS websites and social media activities on deadline and within budget.

Excellent communication and people skills and the ability to work closely and collaboratively with a wide range of stakeholders – from artists, venues, sponsors, benefactors and funders to the Board and staff – are essential.

Please see over for duties and responsibilities.

Position Title: Website Coordinator

Reporting to: Marketing and Sponsorship Manager

Direct reports: Website Volunteers and Interns

Works with: The position works in close association with the Marketing and Sponsorship Manager, Marketing and Benefaction Coordinator, Marketing Assistant, Artistic Director, Public Program and Education Manager and Public Program and Education Coordinator.

DUTIES AND RESPONSIBILITIES

Website Planning and Budget

Assist with delivering website strategy and monitoring web spend

- With the Marketing and Sponsorship Manager, implementing the website strategy, including promotional strategies across the exhibition cycle
- Providing management team with evaluations of website activities and online visitation against targets
- With the Marketing and Sponsorship Manager, budgeting the website spend
- Monitoring spend and preparing reports as required
- Preparing website accounts for payment
- Ensure that websites are delivered within budget and according to the organisation's timeline
- Tracking campaign components against timelines and project plans

Online Campaign

Coordinate all elements of the online campaign

- With the Marketing team, implementing online marketing strategies, overseeing e-marketing campaigns, including regular e-newsletters, website updates and cross-promotions
- Deliver and maintain BoS websites: the 2010 website (www.bos17.com) and the two micro-sites currently in development for 2010
- Work with designers, site developers and hosting company(ies) to ensure the websites meet the organisation's technical, functional and aesthetic requirements
- Maintain and update websites as required
- In a timely manner, upload news items, photographs of artworks and events, and add captions and credits accordingly
- Write, source, coordinate and edit copy for websites, from both internal and external stakeholders and contribute to content in consultation with marketing and management teams
- Ensure copyright and image clearance for website content across the various websites
- Manage the websites' Content Management System (CMS) and other software, inputting data as necessary and ensuring the various sites function efficiently and reliably for all users
- Ensure that the Exhibition site is regularly updated with new and dynamic content, coming up with ideas for content and editorial as necessary, and engaging with the organisation's public program to create 'ways in' to the exhibition for online audiences
- Liaising with the Exhibition Manager, Marketing and Sponsorship Manager and Public Program and Education Manager to schedule a diverse range of news items and features for the site in the lead-up to and during the exhibition. Sub-edit submitted copy as necessary and lay-up and illustrate content using relevant images from the organisation's image bank
- Liaising with the Marketing team, support the BoS Social Media Plan and build the Biennale's presence in social media channels

Public and Education Programs

Work on cross-over projects

- Forge relationships with other online groups and sites, driving users to the websites, negotiating link swaps and inclusions in email lists as necessary
- Work with the Marketing and Benefaction Coordinator and Public Program and Education Coordinator to set up and maintain an online booking system for BoS events
- Work with the Public Program and Education team to upload podcasts and vodcasts and assist with set-up of technology for in venue delivery of podcasts

Administration

Support and maintenance of databases and IT systems

- Maintain contacts in the Biennale's relationship database (Salesforce) and the Biennale's various subscriber lists
- Provide software support for Salesforce
- Assist in the management of computer applications, including word processing, excel, image files and databases , provide network, IT, file transfer protocol and software support

Key Performance Indicators

- Successful delivery of the 2010 websites and online projects

Employment Terms

Contract Term

This is a full-time contract position from the agreed commencement date (April 2010) until 31 August 2010.

Work Hours

The position is required to work full-time at five working days a week, generally 9.00 am to 5.30 pm. However, these hours may vary due to volume of work, particularly during the build up to and during the exhibition period where there is an expectation at varying times to work after hours, holidays and weekends. Time in lieu of overtime will be considered and will be approved at the CEO's discretion.

Remuneration

- (a) *Total remuneration package*
Contract fee (including 9% employer's superannuation contribution) to be discussed with potential candidates.
- (b) *Superannuation*
As part of the total remuneration package, the Company will contribute to a complying Superannuation Fund of your choice such a percentage of your earnings as indicated in the Superannuation Guarantee Act, currently 9%.

Leave

- (a) *Annual Holiday Leave*
Paid Annual Holiday Leave of four (4) weeks per annum in accordance with the Annual Holidays Act (NSW) will be granted at a mutually convenient time.
- (b) *Long Service Leave*
Long service leave in accordance with the Long Service Leave Act (1955) and other applicable legislation.
- (c) *Personal/Carer's Leave*
Paid personal/carers leave of ten (10) days per year of continuous service for reasons of personal illness or injury, or to provide care and support to a member of your immediate family or household, who requires care or support because of a personal illness or injury of the member, or where there is an unexpected emergency affecting the member.

The Company will not pay out the value of any accrued but untaken personal/carers leave on the cessation of employment or during the term of employment with the Company.

- (d) *Compassionate Leave*
Paid compassionate leave of two (2) days per occasion.
- (e) *Other Leave*
In certain circumstances the employee may be granted additional leave for approved study courses or other special purposes. The granting and period of such leave will be at the discretion of the Company.

Termination

The Company reserves the right to terminate this Agreement during this period if the person is unsuitable for the described duties or the Company environment.