



dot-art Gallery Manager Application Pack:

Introduction:

dot-art wishes to appoint a Gallery Manager to run our public facing exhibition space and support the Managing Director and Project Manager in the administration and marketing of a wide range of activities and projects. These include our support services for visual artists, art classes for adults, annual Liverpool Art Fair and dot-art Schools, our annual, inter-school art competition.

Applicants will ideally be educated to degree level, with a proactive approach, background in the arts and the ability to effectively multi-task. The Gallery Manager will be responsible for marketing, Social Media and developing new audiences for our work, as well as communicating with current contacts, both face to face, over the phone and digitally, and therefore must be confident, presentable and professional.

The successful candidate will be highly organised, with excellent communication skills and great attention to detail. Experience of working in the arts is preferable as is some experience of office work. Excellent IT skills, including all platforms of social media, self-reliance and commitment are all essential.

Please send a CV and supporting letter outlining relevant skills and experience, in response to the information provided, plus web links to any projects you have been involved in by email to: info@dot-art.com.

Deadline for applications: 5pm, Wednesday 23rd August 2017.
Interviews will take place on Tuesday 29th August.



The Organisation:

dot-art supports visual artists and champions art as an integral part of everyday life.

We do this by selling locally sourced, affordable art, working with businesses to put art in the workplace and public realm, running art classes and working with schools and community groups.

All this is underpinned by our unique membership scheme for artists in the North West which gives access to all the activities above and a package of support and advice, creating and developing artists' careers.

dot-art works with over 100 artists to provide an unrivalled choice of affordable, high quality, locally sourced art work for home or business, both through our city centre gallery, external exhibitions and comprehensive website. In addition, we source and supply artists for a wide range of other projects, including workshops, training and community participation events.

We offer a comprehensive, flexible and affordable service to our corporate clients, from consultancy and sourcing to framing and hanging. Work can be acquired on a purchase, commission or rental basis, and can be built into wider marketing, branding or CSR objectives using a variety of bespoke approaches, including exhibitions, artist talks, promotional launches or events and staff workshops.

All our work supports our not-for profit arm, dot-art Services CIC, which support North-West based visual artists, both emerging and established, through a range of services and opportunities designed to help them develop their careers and gain exposure and promotion for their work, as well as delivering a programme of art classes for the public; and dot-art Schools, our innovative inter school art competition, launched in 2012.

The Role:

The Gallery Manager will have full responsibility for the day to day running of the gallery, from greeting customers, taking orders and answering the phone, to planning and hanging exhibitions. The role is also the first point of contact for potential and current artist members and for providing information on the range of services we offer to both artists and non-artists.

The Gallery Manager is responsible for maintaining the dot-art website, marketing activity for all aspects of our work including all our social media accounts. Ideally you will have experience of working with WordPress as well as Photoshop and Illustrator.



This is an exciting opportunity for the right candidate to be part of a small but vibrant team, working on a wide range of projects and activities. The role is an integral part of the organisation and will be expected to contribute to all aspects of our work.

Job Description

Job Title: Gallery Manager

Salary: £17500 pro rata

Hours: 4/5 days per week (dependant on skills and experience) either Tuesday, Wednesday, Friday & Saturday OR Tuesday-Saturday

Contract Length: Permanent

Location: dot-art, 14 Queen Avenue, Castle Street, Liverpool, L2 4TX

Responsible to: Board of Directors

Reporting to: Managing Director

Job Purpose

To manage the dot-art Gallery on a day to day basis and provide administrative and marketing support for the activities of dot-art. To act as first point of contact for artists, customers and learners, providing information, taking bookings and processing sales, as well as keeping accurate and comprehensive records. To undertake marketing activities both on and offline to build new audiences and communicate effectively with existing ones.

Main Duties:

Exhibitions:

- Plan (with support from Managing Director) an annual programme of exhibitions
- Install and de-install exhibitions
- Arrange and attend launch events
- Produce supporting information

Artist Support:

- Artist Recruitment
- Artist Liaison
- Artist Membership Administration



- Artist Forum Administration
- Artist Web Portfolio Creation
- Artist Web Portfolio Updates

Courses:

- Taking bookings
- Marketing / promotion
- Producing and distributing marketing materials
- Updating website
- Updating listings sites
- Researching new courses

dot-art Schools:

- Assist Project Manager when required
- Update website
- Promote voting / exhibition / school sign ups

Marketing:

- Maintenance of dot-art website, using the WordPress platform
- Design and management of Mailchimp newsletters
- Design and management of Eventbrite events
- Management of dot-art's Social Media channels (Twitter, Facebook, Instagram & LinkedIn)
- Copywriting for website
- Design of marketing materials, within brand guidelines

General:

- Customer enquiries (face to face / phone / email)
- Promotion of services.
- Taking framing orders
- Taking restoration and valuation orders
- To undertake other duties as may be reasonably required within the general terms of this Job Description.



Person Specification:

Essential

- Educated to A Level
- Knowledge of the arts sector in Liverpool and the North West.
- A genuine interest in the arts sector and the visual arts in particular.
- A professional, confident and outgoing personality.
- Experience in a customer facing environment.
- Proven ability to work on own initiative and as part of a small team.
- Excellent organisational skills, self-motivation and the ability to manage a diverse workload in an evolving environment.
- Excellent written and verbal communications skills.
- Excellent attention to detail
- Excellent IT skills and PC literacy, including a working knowledge of MS Word, Excel and Outlook.
- Experience of managing social media accounts.

Desirable

- Educated to degree level.
- Experience of promotion and marketing for creative programmes and events.
- Experience of working with WordPress
- Graphic design experience / ability to use Photoshop and Illustrator.
- Ability to write web content to communicate with a wide audience.

To Apply:

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