

**Position:** Sales and Marketing Officer

**NPYWC Program:** Tjanpi Desert Weavers

**Employment Details:** Permanent, Full Time, 38 hours per week

**Location:** Alice Springs

**Base Salary:** \$70,686 – \$76,791 p.a. (negotiable based on experience) with additional benefits

## Our Purpose:

To support all Anangu, especially women and children, to have a good life, guided by culture and sound governance, through the collective agency of women.

## Our Values:

We are an Anangu-led organisation. We believe in the strength of our people, our culture, and the collective agency of women. We are continually guided by our values, to deliver on our purpose and ensure we deliver for and to our community, more and better choices; a good life for all Anangu.

## Your Team:

Tjanpi Desert Weavers (Tjanpi) was initiated by NPY Women's Council (NPYWC) in 1995 in response to an expressed need by Anangu women for meaningful and culturally appropriate employment. The Tjanpi team is made up of 8 staff who support this social enterprise within Alice Springs and in the communities.

Since 1995, Tjanpi (meaning 'dry grass') has evolved into a vital and dynamic Indigenous social enterprise of NPYWC and enables women on the lands to earn a regular income from selling their fibre art. More than 400 Aboriginal women artists across 350,000 square kilometres of the Central and Western Desert region of Australia come together on country to create beautiful, intricate and whimsical fibre art.

The Tjanpi team conducts an annual program of artistic and professional skills development workshops held in remote communities to provide support to senior artists, to develop mid-range and emerging artists and to encourage new fibre artists. Tjanpi also actively supports the practice and transmission of inma (cultural song and dance) at these events.

In addition, Tjanpi Desert Weavers holds a number of exhibitions throughout the year in public institutions and with commercial galleries both nationally and internationally and retails its work to wholesale outlets across Australia.

## Your Role:

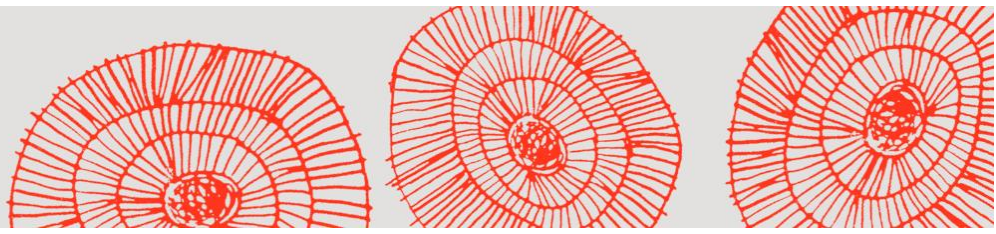
The Sales and Marketing Officer will contribute to meeting sales targets by selling Tjanpi fibre art and merchandise through appropriate wholesale and direct retail channels.

The role aligns with the Strategic Business, marketing and communication plans by contributing to sales outcomes, which adds to the overall sustainability of Tjanpi as a social enterprise.

In addition, this role will maintain content across social media platforms and our website to promote on-line sales, service offerings, publicity and donations.

The Sales and Marketing officer will supply artwork for exhibition programs, art fairs and art awards that will support our strategic exposure and revenue generating opportunities for Tjanpi Desert Weavers.

This role is an opportunity to join a unique, award-winning social enterprise, and your approach will be guided by the above plans that are in place. Your efforts will increase sales across multiple platforms and help empower women to earn their own income from the production of fibre art by ensuring it is sold across Australia.



## Your Responsibilities:

### Sales

- Achieve sales targets across a number of diverse platforms (e.g. direct, website, tourism, museum and gallery shops, design stores).
- Expand outlets to meet a market or geographical gap.
- Build and maintain relationships with stockists, customers, curators and collectors.
- Supply artwork for exhibitions and encourage other retail opportunities with commercial galleries, art galleries and museums.
- Contribute to a fibre art program of exhibitions, art fair events and art awards that minimise resources and provide revenue potential.
- Utilise online platforms for the selling of artwork and merchandise.
- Attend and sell artwork at key events such as art fairs and conferences, building relationships with potential customers.

### Marketing

- Utilise the website and social media platforms as a communication tool to maintain key messages of Tjanpi and sell artwork.
- Ensure the story of Tjanpi and NPYWC maintains consistent messaging and branding in all forums (website, social media, publicity, advertising, catalogues, newsletters) according to the Tjanpi style guide.
- Update existing advertisements to promote the Tjanpi Gallery to tourists and locals, and assist the Tjanpi Manager with promotional campaigns to attract customers to the Gallery.
- Maintain and update existing newsletters according to templates, and collate and assist the Tjanpi Manager with content to share.
- Maintain and update existing marketing collateral using Adobe Photoshop (brochures, swing tags, merchandise tags).
- Maintain a contact database and categorise contacts (e.g. funding partners, donors, customers, curators, collectors) to ensure mail-outs and information reaches the appropriate audience.

### General

- Contribute to the annual stock take.
- Assist with purchasing of artworks from fibre artists based in town, ensuring appropriate payment and record-keeping according to procedures.
- Assist with sales in the Gallery in the absence of the Gallery Assistant.
- Catalogue art work and pack orders in the absence of the Sales Assistant and / or Gallery Assistant.
- Any other duties as required.

## Skills and Experience:

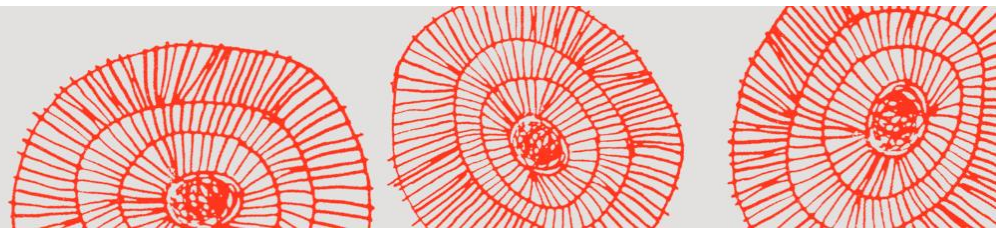
- Minimum 2 – 3 years proven experience in a sales environment.
- Demonstrated experience talking to retail customers on the telephone and building long-term relationships.
- Motivated and comfortable with a sales based role in a not-for profit organisation.

## Qualifications:

Relevant tertiary qualifications would be desirable.

## Remuneration:

- Base Salary: \$70,686.34 – \$76,791.79 per year
- 9.5% Superannuation



- Understanding, and / or experience, in the arts or craft sector.
- Outgoing and confident personality with a patient and personable telephone style.
- Excellent written and verbal communication skills.
- Demonstrated skills in time management, setting priorities and planning and organising workflow in a fast-paced environment.
- High level of computer competence, and ability to learn new computer programs, website platforms and databases quickly.
- Demonstrated ability to handle money responsibly and keep accurate records of transactions.
- Be a team player. You may be required to step out of your normal duties to help out another colleague or simply 'roll your sleeves up'.

- Generous Leave Entitlements
- Salary Packaging Benefits
- Retention Bonus

## Employment Conditions:

- Work in a manner consistent with NPYWC Values, Code of Conduct, Rules and advocacy positions.
- Follow and work within NPYWC policies and procedures.
- Be responsible and accountable for your own and others health, safety and wellbeing.
- The employee will provide the highest standards of service to clients at all levels by modelling service excellence that meets the needs of clients and enhances the profile of NPYWC.
- Every employee is required to have (or willing to obtain) a current and valid criminal history check, and if applicable, a Working with Children Check.
- We require all staff to have a current Australian manual driver's licence.
- A good level of health and fitness that matches the requirements of the role. If so required by NPYWC you may be required to undergo a pre-employment medical assessment.

**We are committed to building a respectful and inclusive workplace, appointing the best person for the role and supporting diversity.**

**All information will be held in the strictest of confidence.**

To find out more about this position, please contact Tjanpi Desert Weavers Manager, Michelle Young on 08 8958 2336 or visit <https://www.npywc.org.au/jobs/> for more information about the role and what it's like to work for us.

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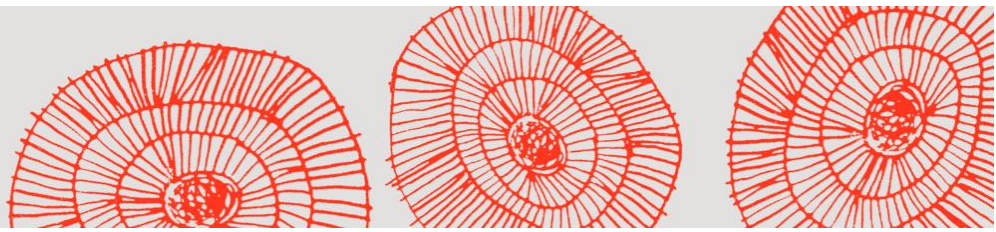
Signed:

Date: October, 2020

**PROGRAM MANAGER**



**Ngaanyatjarra  
Pitjantjatjara  
Yankunytjatjara  
Women's Council**



**ACKNOWLEDGEMENT FOR RECEIPT OF POSITION DESCRIPTION**

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Employee Name (Please Print)

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Employee Signature

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Date