



# Ngaanyatjarra Pitjantjatjara Yankunytjatjara Women's Council (Aboriginal Corporation)

## Our Guiding Principles:

Respect each other and follow the law straight - conciliatory - peaceful and calm - kind-hearted united – strong

<b>Position:</b> Sales and Marketing Officer
<b>Program:</b> Tjanpi Desert Weavers
<b>Classification:</b> 38 Hours, Full Time, Permanent
<b>Location:</b> Alice Springs
<b>Base Salary:</b> \$63,618.89 - \$73,038.47 (superannuation and salary packaging in addition to this base salary)

## Your Team:

Tjanpi Desert Weavers (Tjanpi) was initiated by NPY Women's Council 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 NPY Women's Council 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 position will work in collaboration with the Tjanpi team to drive sustainable growth for the program. Specifically, this role will be responsible for meeting sales targets by selling Tjanpi fibre art and merchandise through appropriate wholesale and direct retail opportunities.

The role will align with the strategic business, marketing and communication plan. Your responsibility within this is to achieve revenue and business outcomes which will ensure the overall sustainability of Tjanpi as an enterprise.

In addition, this role will coordinate the Tjanpi online content and multiple social media platforms to promote on-line sales, service offerings, publicity and donations through the Tjanpi website.

With the planning and implementation of exhibition programs, festival events and awards, this role will help provide maximum exposure and revenue generating opportunity for the Tjanpi enterprise.

This role is an opportunity to join a unique, progressive social enterprise and your business skills will help empower women to earn their own income from the production of fibre art by ensuring it is sold across Australia.

## Your Reporting Line:

Tjanpi Desert Weavers Manager

# Detailed Responsibilities:

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- Monitoring and driving growth by achieving retail sales targets and margins.
- Building and maintain relationships with stockists, curators and collectors.
- Diversify distribution for fibre arts sales nationally (Direct, Collections, Events, Tourism Retail, Museum and Gallery Shops and Design Stores).
- Leveraging exhibitions and align to retail selling opportunities.
- Expanding outlets to meet a market or geographical gap.
- Following established administration processes and documenting new ones.
- Sales and retention administration.
- Retention calling to past customers and outlets that have not ordered in the past two years.
- Outbound calling to potential new customers and maintaining relationships with existing customers.
- Increase value of orders from existing clients by cross-selling beads, t-shirts, books etc.
- Sell at key events such as art markets and conferences.
- Provide strategic retail discounting incentive sales.
- Identify and connect with key collectors of fibre art, Indigenous art and contemporary art to secure the sale of large scale works.
- Secure sale of large scale works for major collections.
- Contribute to fibre art program of exhibitions, festival events and awards that minimize resources and provide maximum revenues.
- Ensure the story of Tjanpi has consistent messaging and branding in all forums eg website, publicity, flyers, media releases, catalogues.
- Use the website as a communication tool.
- Generate action newsletters/website alerts with high imagery to target database.
- Promote service offerings on the website. Draft case studies of achievements, activities and benefits of Tjanpi to upload to the website and increase site maximisation
- Develop an ongoing promotion campaign to attract customers to Tjanpi Gallery in Alice Springs.
- Use directional signage, and promotion to tourists and locals.
- Promote Tjanpi as the gift of choice to women's organisations.
- Utilise online platforms for the selling of artwork and merchandise.
- Maintain a contact database and categorise contacts e.g. partners, donors, customers etc. (Mailchimp)
- Contribute to annual stock take.
- Coordinate the stocking of stalls at markets, festivals and expos.
- Assist with the purchase of fibre artworks from artists, ensuring appropriate payment and accurate record-keeping.
- Hands on work, curating and selecting artwork, boxing and freighting.
- Assist with sales in the Gallery in the absence of the Gallery Assistant.

## Your Skills and Experience:

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- A minimum of 2-3 years proven experience in a sales and marketing environment.
- Demonstrated experience talking to customers on the phone and via email in a sales environment
- Motivated and comfortable with a sales based role in a not-for-profit organisation.
- An understanding and/or experience in the arts and/or craft sector.
- Outgoing and confident, with a patient and personable phone style.
- The ability to work with patience and good humour in a cross-cultural environment with Tjanpi artists from remote communities, staff and customers from various backgrounds.
- Excellent written and verbal communication skills across diverse groups, from aboriginal communities, not-for-profit agencies, corporations, arts institutions and benefactors.
- Demonstrated skills in managing time, setting priorities, planning and organising workflow in a fast-paced environment.
- High level of computer competence and a technical mindset. You need to be able to learn how to use new systems quickly and with minimal supervision/training.
- Commitment to empowerment and facilitating cultural and economic development
- Excellent written and verbal communication skills across diverse groups, from Aboriginal communities, not-for-profit agencies, corporations, arts institutions and benefactors.
- 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 team, run a project or simply 'roll your sleeves up'.

## Your Qualifications:

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- A relevant tertiary qualification in business or sales would be desirable.

## Employment Conditions:

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- The employee is expected to work in a manner consistent with NPY Women's Council Values, Code of Conduct, Rules and advocacy positions.
- Positions at NPY Women's Council are subject to funding.
- The employee must be prepared to participate in supervision and support, performance development including entering into a performance development plan.
- The employee is responsible and accountable for keeping accurate and complete records e.g. timesheets leave applications, bush passports in accordance with NPY Women's Council policies and procedures.

### Work Health Safety and Equal Opportunity

- The employee is responsible and accountable for working in an equitable manner and taking reasonable care to protect his/her own health, safety and welfare and avoiding adversely affecting the health and safety of others at work by complying with WHS and EO policies, practices and legislation.

### Client Service

- 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 NPY Women's Council. Client service includes cooperatively assisting with Annual General Meetings.

## Remuneration:

- \$63,618.89 - \$73,038.47 per annum (negotiable based on experience)
- Additional 9.5% superannuation
- Additional Salary Packaging Benefits
- 5 weeks' annual leave per annum (with 17.5% loading)
- 3 weeks' personal leave per annum.
- 3 days' additional leave per annum as an Alice Springs based employee.
- Retention bonus

## Special Conditions:

- Out of hours' work requiring overnight absences will be required.
- Satisfactory criminal history check.
- Current Australian manual driver's licence.
- A current First Aid certificate or a willingness to undertake training.
- Experience in operating a manual 4WD vehicle or a willingness to undertake training.
- A good level of health and fitness that matches the requirements of the role. Note: If so required by NPY Women's Council at any time, you must undergo a satisfactory medical examination (including a pre-employment medical examination) for the purpose of determining whether you are able to perform the inherent requirements of your position. Any such medical examination will be at the employer's cost, and copies of any medical report will be provided to you. You must advise NPY Women's Council of any illness, injury, disease, or any other matter relating to your health or physical fitness which may prevent you from performing your duties, or which may affect your ability to work safely.

**We are committed to building a respectful and inclusive workplace, appointing the best person for the role, supporting diversity. All information will be held in the strictest of confidence.**

To find out more about this position, please contact Michelle Young (Tjanpi Desert Weavers Manager) on 08 8958 2336 or the People and Workplace Service team on [recruitment@npywc.org.au](mailto:recruitment@npywc.org.au). You can also visit <http://www.npywc.org.au/recruitment/> for more information about our recruitment process and what it's like to work for us.

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Signed by Employee

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Date