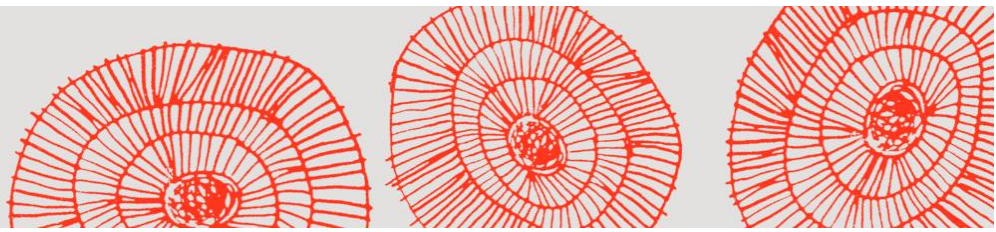


<b>Position:</b> Senior Sales & Marketing Officer
<b>NPYWC Program:</b> Tjanpi Desert Weavers
<b>Employment Details:</b> Full time, 38 hrs a week (part-time negotiable)
<b>Location:</b> Mparntwe (Alice Springs)
<b>Base Salary:</b> \$100,070.52 – \$108,080.72 p.a. (based on experience) plus superannuation and additional benefits
<b>Additional Information:</b> The Racial Discrimination Act 1975 (Cth) Section 8 Special Measures Clause, allows for preferential recruitment of Aboriginal & Torres Strait Islander applicants. NPY Women's Council does seek to apply such Special Measures within the extent of the law.

<h2>What we do:</h2> <p>We are an Anangu-led organisation, governed by women's law, authority and culture. We deliver health, social and cultural services for all Anangu.</p>	<h2>Our Values:</h2> <p>We believe in the strength of Anangu people, culture, and the collective agency of women. We are dedicated to delivering more and better choices for our communities. We are committed to Malparara way – a cross-cultural practice framework specific to NPYWC that respects the contribution Anangu and non-Indigenous people, working alongside each other, bring to the organisation</p> <p>We are a trauma-informed organisation and this guides our work.</p>
<h2>Your Team:</h2> <p>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 Mparntwe (Alice Springs) and across NPY communities.</p> <p>Since its inception, Tjanpi (meaning 'dry grass') has evolved into a dynamic Indigenous social enterprise which enables women on the lands to earn a regular income through creating and selling 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.</p> <p>The Tjanpi team conducts an annual program of artistic and professional skills development workshops held in remote communities to support</p>	<h2>Your Role:</h2> <p>The Senior Sales &amp; Marketing Officer will support the strategic development of Tjanpi's sales, marketing, relationships and communication portfolio in conjunction with the Tjanpi Manager and the Marketing and Relationships Officer</p> <p>The role aligns with the Strategic Business Plan, supporting the overall sustainability of Tjanpi as a social enterprise. Managing and contributing to sales outcomes is achieved through leading and supporting the sales and marketing team, strategic planning and maintaining strong branding and messaging.</p> <p>The position will periodically require Marketing and Communication Plans to be updated that align with Strategic goals and maintain oversight over content across social media, EDMS, digital and print advertising and Tjanpi's website.</p> <p>This role offers an opportunity to join a unique, award-winning social enterprise, and your</p>



senior artists, to develop mid-range and emerging artists and to encourage and engage new fibre artists.

In addition, Tjanpi Desert Weavers holds a number of exhibitions throughout the year in public institutions and with commercial galleries both nationally and internationally. Similarly, Tjanpi wholesales work to retail outlets across Australia and overseas. Tjanpi staff and artists attend in-person and online major art fairs within Australia and occasionally internationally.

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 and internationally.

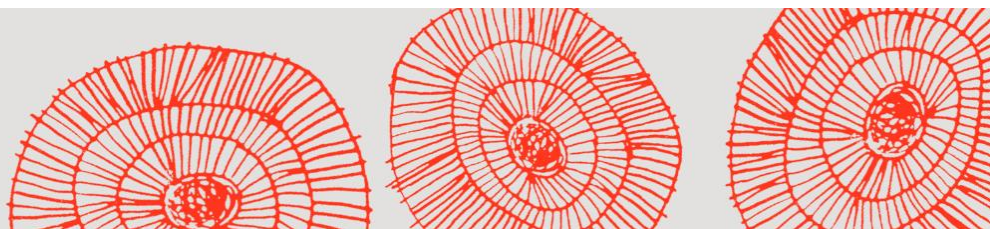
## Your Responsibilities:

### People Leadership

- Supervise and support a small sales and marketing team to achieve shared goals in a cohesive and energetic manner.
- Alongside the Tjanpi Manager, coordinate sales and marketing staffing schedules.
- Identify and support workplace goals, ideas and contributions of sales and marketing staff.
- Ensure sales and marketing staff are processing consistent and appropriately priced artwork purchases.
- Participate in sales and marketing staff recruitment.

### Sales, Marketing & Communications

- In conjunction with the Tjanpi Manager and Marketing and Relationships Officer promote the vision, purpose and values of Tjanpi Desert Weavers and grow the brand in dynamic and vibrant ways through best practice initiatives, advocacy, engagement and excellent customer experience methodologies.
- Coordinate the Sales and Marketing functions to achieve sales targets through various avenues (e.g. direct, website, tourism, museum and gallery shops, design stores).
- Support and contribute to art awards and exhibition curation, administration and facilitation.
- Collaborate with the Tjanpi Manager and Marketing and Relationships Officer on the development of strategic promotional campaigns, collaborations and other initiatives that support Tjanpi Desert Weavers.
- Identify and assess new digital trends and technological advances which hold relevance and potential improvement opportunities for Tjanpi's digital systems, platforms and overarching strategies.
- With support from the Tjanpi Manager, oversee the production of engaging content for all digital media platforms including website, EDMS, social media (Facebook, Instagram), LinkedIn and NPYWC newsletters. Ensure consistent and strong branding which aligns with Tjanpi's style guide.
- Provide guidance on the delivery and maintenance of a dynamic and user-friendly website to encourage sales, donations and key messaging.
- In conjunction with the Tjanpi Manager, oversee the delivery of various marketing strategies and campaigns for Tjanpi Desert Weavers.
- Seek out relevant art fairs, events and conferences to attend that support Tjanpi Desert Weaver's strategic sales and marketing goals.



- Coordinate and deliver periodic reporting of sales, trends, campaigns and events, both within Tjanpi and in NPYWC's monthly all staff meeting.
- Oversee the storage and organisation of Sales and Marketing images on the NPYWC photo database, ensuring consistent referencing and suitable storage location.
- Support the effective management of risk and compliance with regards to our digital systems and privacy.
- Maintain and update existing marketing collateral using Adobe suite programs such as InDesign, Photoshop and Illustrator (brochures, swing tags, merchandise tags).
- Maintain a digital segmented contact database (e.g. funding partners, donors, customers, curators, collectors) to ensure EDMs and information reaches the appropriate audience.
- Alongside the Tjanpi team, widen Tjanpi's exposure and presence into new geographical markets through relationship and network building, creative marketing and by assessing current data.
- As needed, attend local or interstate art fairs and markets to run Tjanpi's retail stall and to share Tjanpi's story through strong messaging and exceptional customer engagement and service.

### **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.
- Other duties as required, including unpacking large deliveries, local run-around tasks in town and liaising with artists and NPYWC staff.

## **Skills and Experience:**

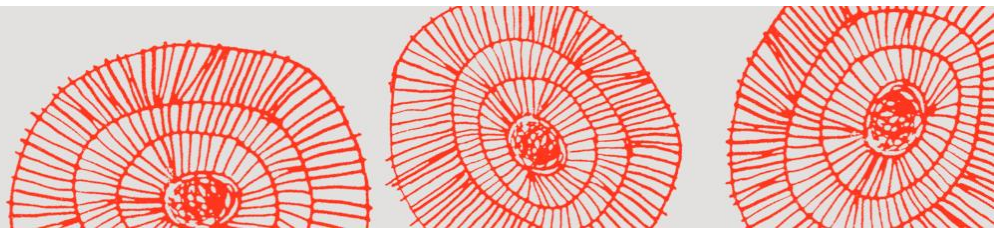
- Minimum 2 – 3 years' proven experience in sales, marketing or communications environment.
- At least two years' experience coordinating communication campaigns across various platforms.
- Demonstrated skills in time management, organisation, problem solving and creating efficient and effective workflows in a fast-paced professional environment.
- Strong attention to detail and critical thinking.
- At a minimum, a basic level of experience and knowledge in Adobe Suite programs; Photoshop, Illustrator, InDesign and Acrobat Pro. A high level of experience in Microsoft Word and Excel.
- Understanding, and / or experience, in the arts or craft sector, experience relating to the First Nations art industry will be highly regarded.
- Excellent written and verbal communication skills.

## **Qualifications:**

Relevant tertiary qualifications (desirable).

### **Remuneration:**

- Base Salary: \$100,070.52 – 108,080.72 per year
- 11.5 % Superannuation
- Generous Leave Entitlements
- Salary Packaging Benefits
- Retention Bonus



- Demonstrated understanding of cultural awareness and safety principles.
- Experience working in a not-for profit organisation (desirable).
- Experience supervising and / or leading staff (desirable).

## 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.
- If applicable, 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.
- Some positions will require working in remote communities for extended periods and out of hours' work requiring overnight absences.
- Remote positions include accommodation. Usually this is stand-alone accommodation, however from time to time, based on accommodation and service delivery demands, this situation may change and staff may be required to co-share a NPYWC leased or owned property.
- 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 some remote based and travelling staff to have a current Australian driver's licence.
- We require some remote based and travelling staff to be able to operate a manual 4WD vehicle or have a willingness to undertake training.
- All employees are required to have a First Aid certificate or have a willingness to undertake First Aid training.
- A good level of health and fitness that matches the requirements of the role is required. If necessary NPYWC may require an employee 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.**

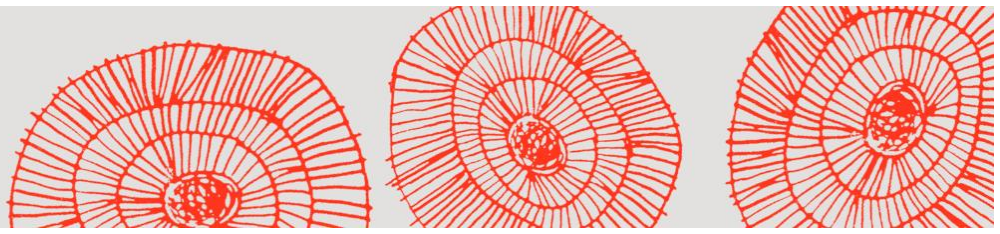
**All information will be held in the strictest of confidence.**

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.

### ACKNOWLEDGEMENT FOR RECEIPT OF POSITION DESCRIPTION



**Ngaanyatjarra  
Pitjantjatjara  
Yankunytjatjara  
Women's Council**



Employee Name (Please Print)

Employee Signature

Date