



## **Accessibility and Communications Specialist**

### Position Listing Statement

NIAD is an organization that aims to be artistically relevant and culturally inclusive. As an organization we deliver these aims through activities in our main galleries, our Artist of the Month installation run by studio artists and staff, and our off-site partnership collaborations.

NIAD's Art Marketing and Partnerships Program drives audience reach, reputation and revenue: developing and diversifying audiences; building brand visibility, and creating an outstanding audience experience; and generating income for NIAD. Our active team aims to deliver outstanding art marketing to our audiences that is highly creative and effective and can connect us to the widest possible audiences.

The Accessibility and Communications Specialist works closely with the Art Marketing and Partnerships Director and the Executive Director, and participates in the collaborative work of the Art Marketing team which includes the Gallery Manager, the Online Exhibitions Coordinator, and NIAD's Graphic Designer, as well as interns and volunteers working with the program.

One of the objectives for positions in NIAD's Art Marketing Team is to drive forward positive change—we want to be more representative of the communities that we serve, both in terms of diversity within our teams, and in generating engagement and involvement from people who have been historically under-represented. This is an opportunity to participate in shaping accessibility and communications within a leading arts disability organization with a highly regarded reputation, working with the most inspiring content, with a committed team in a time of great change.

As with many organizations, NIAD has been met with challenges during shelter-in-place and to this end, some of the details in this job description may be impacted by the shifts we have made to working remotely. We would encourage any future staff members to be transparent in their communication about questions and needs for remote or on-site work, and as an organization, we acknowledge that these shifts will be temporary.

NIAD supports inclusivity and visibility in all areas of our working practices and spaces and want to make sure that opportunities are accessible in all ways and that all voices are truly heard and contribute to our future. We actively encourage individuals from marginalized groups to apply, in particular those from traditionally under-represented groups, e.g., people with disabilities, BIPOC and LGBTQIA+ candidates.

If you require any accommodations in order to most effectively participate in the application process, please contact Ingrid Alonso-Rodriguez, [admin@niadart.org](mailto:admin@niadart.org), or 510 620 0290.

To apply for this position, please direct your cover letter, CV or resume, a sample social media posting, and a one-page professional writing sample to [jobs@niadart.org](mailto:jobs@niadart.org).

<b>Job title</b>	<b>Accessibility and Communications Specialist</b>
<b>Reports to</b>	<i>Art Marketing and Partnerships Director</i>

## Job purpose

Advise NIAD on priority access issues with a focus on communications, and assist in developing ongoing accessibility strategy for the organization as a whole.

Maintain and improve NIAD's regular external communications; expand audiences for NIAD artists' practices and artwork and for NIAD's mission as a whole.

## Duties and responsibilities

### Accessibility

- Develop NIAD-specific best practices in accessibility for social media, newsletters, donor communications, and events.
- Assist in drafting NIAD accessibility policy and goals.
- Advise NIAD on accessibility for internal communications, professional development, facility upgrades, NIAD gallery exhibitions, and activities in the community and Virtual Studio, as well as other areas, as needed.
- Attend as a voting member of NIAD's Quarterly Advisory Council to monitor progress on organizational access goals.

### Marketing/Communications

- Collaborate with Art Marketing Director to create annual communications strategy and brand maintenance for NIAD Art Center and for Art Sales at NIAD.
- Collaborate with Art Marketing Director to maintain and develop NIAD's website.
- Post rotating weekly Online Exhibitions and monthly NIAD Windows Exhibitions to NIAD's website via Shopify.
- Maintain and develop daily presence on social media channels, and weekly newsletter communications.
- Monitor and develop publicity for NIAD Art Center's public programs and for NIAD Studio Artist practices and artworks.
- Collaborate with NIAD's Development Manager to maintain annual campaign news as an aspect of NIAD's external communications.

- Collaborate with NIAD’s studio artists and staff to develop new content threads featuring artists’ documentation, perspective, and voice.

### **Partnerships**

- Attend collaboration meetings with partners and co-develop communications strategies for NIAD partnerships.
- Provide ongoing marketing and communications support to NIAD’s partnership projects with other organizations and entities.

### **Special Projects**

- Collaborate with Executive Director, Studio Management, and Community Programs Director to support accessibility and communications/PR for special events.
- Provide support and expertise to NIAD’s Programs: Studio, Exhibitions, and Community; and NIAD’s Admin activities: Development, Volunteer Management, Finance/Planning, and Facilities/Operations.

### **Teamwork and Collaboration**

- Coordinate and collaborate with Art Marketing and Partnerships team members, including Art Marketing and Partnerships Director, Gallery Manager, Online Exhibitions Coordinator, Graphic Designers, and volunteers and interns, including internal Studio Artist Interns.
- Assist in recruiting, onboarding, and coordinating work with Accessibility and Communications volunteers and interns.

### **Publicity and Public Relations**

- Create a consistent and transparent image of the Art Center on its social media platforms as well as tracking and testing out new social media platforms. Ensure consistent improvement in accessibility for audiences.
- Produce, in a timely fashion, press releases for exhibitions and events, fielding inquiries from the media and setting up interviews.
- Serve as ambassador to discuss NIAD’s programs and their successes.

Other tasks as needed.

### **Preferred Qualifications**

Experience working with accessibility best practices in a professional setting for at least one year.

Experience in Publicity, especially in Social Media Platforms, and familiarity with art world networks for communications and PR.

Ability to communicate and work with other people to ensure that multiple goals and tasks are achieved. Experience working with teams in the disability and/or arts sector is preferred.

Telephone and email etiquette. Ability to juggle multiple tasks at once and willingness to reorganize priorities when necessary.

Willing to try new ideas and recognize when something is not working. Experience in writing with a consistent and accessible voice.

Love and knowledge of contemporary art and the work of progressive studios. Network and knowledge of local and national contemporary artists is preferred but not required.

Knowledge of Shopify, Photoshop, Digital Photography, iMovie, MailChimp, PayPal, Vimeo, Flickr, Squarespace, WordPress, Salesforce, Microsoft Office, Square and various social media platforms.

*This is not an exhaustive list, rather examples of work experience that we will consider. We encourage interested applicants who have related experience beyond these qualifications to apply.*

### **Working conditions**

This is a part-time, hourly position at 24 hours/week with benefits. Typical hours are 8:00am to 4:30pm on three weekdays, with flexibility for occasional night and weekend hours. Health and Dental insurance provided.

Background check required.

### **Direct reports**

Accessibility and Communications Interns

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<b>Approved by:</b>	<i>Amanda Eicher, Executive Director</i>
<b>Date approved:</b>	<i>4/13/21</i>
<b>Date Reviewed:</b>	<i>4/13/21</i>