



## **POSITION DESCRIPTION:**

### **LORNE SCULPTURE BIENNALE 2024 EVENT MANAGER**

#### **Background**

Launched in 2007 and located on Gadubanud Country, the Lorne Sculpture Biennale is Victoria's most prestigious sculpture event. The Biennale showcases new Australian and international contemporary art in a stunning natural setting.

The Lorne Sculpture Biennale 2024 (LSB 2024) is organised by the Lorne Sculpture Exhibition (LSE) Committee and runs over a period of four weeks in November. The centrepiece of the event is a free outdoor exhibition trail open to the public, linking 16 to 20 individually themed precincts across the iconic landscape of Lorne, from the Point Grey Pier to the Erskine River Swing Bridge.

In 2024 the outdoor exhibition will present sculpture and spatial installation more broadly, encompassing sonic art, architectural environments, ephemeral installations, and landscape interventions, all uniquely capable of enabling complex and affective experiences of place. Themes to be explored include geology and ecology, Australia's First Peoples and early settlement, among various objective (geographic, scientific, material) and subjective (social, cultural, perceptual) aspects of each site and their interactions.

#### **Role Description**

The Event Manager supports the LSE Committee (the Committee) and the Curator in the delivery of a world class Lorne Sculpture Biennale. The core responsibility is planning and project management to deliver a successful event and associated programs as designed by the Committee and the Curator. This includes working with internal and external stakeholders to plan and organise the exhibition opening event, public programs, marketing, fundraising activities and stakeholder engagement. Administrative tasks include the management of the website, databases and policies.

#### **Reporting Structure**

The Event Manager reports to the President, Lorne Sculpture Exhibition Inc. and collaborates with the Curator, the LSE Committee, Treasurer, and Interns to maximise effectiveness and efficiency. The role works closely with and takes leadership from the Curator who is responsible for the artistic programme of the event and how that is presented to the audience. There is also a requirement for liaison with artists, contractors, volunteers, government agencies, including the Surf Coast Shire and the Great Ocean Road Coast and Parks Authority (GORCAPA), donors and other potential supporters.

The Event Manager will, with the support of the LSE Committee, have the following duties and responsibilities.

## **Major responsibilities**

### **Event Management**

- Organise and manage the Lorne Sculpture Biennale 2024 with the support of the Committee and Curator including overall event coordination.
- Organise and deliver the public programs and events in collaboration with the Curator and artists.
- Assist in the organisation and management of fundraising events and activities with the support and involvement of the Committee.
- Assist in the delivery of the education program.
- Production and risk management including the sourcing, engagement and management of contractors and suppliers, obtaining permits and liaison with relevant authorities as necessary.
- Together with the volunteer coordinator recruit, train and schedule volunteers to ensure smooth staffing throughout the event.
- Maintain a presence in Lorne on the weekends of the event.
- Assist the Curator in managing the installation and de-installation of artworks on the outdoor exhibition trail and the small sculpture exhibition.

### **Sales, Marketing and Publicity**

- Deliver the sales, marketing and stakeholder relations strategies including website development and social media campaigns, publicity campaign, promotional collateral, newsletters and communications with sponsors and stakeholders.
- Supply of content for publicist, graphic designer and printers as required.
- Together with the Curator, assist with design and production of the catalogue and program.
- Support the sales and marketing team where required, including assisting the Treasurer and sales team with sales procedures and sales support.
- Promote sculpture sales together with the LSE committee and Curator.
- Represent LSE and the Lorne Sculpture Biennale in a confident and professional manner.

### **Administration and other tasks**

- Act as a central point of contact for external communications and fielding enquiries.
- Maintain the Lorne Sculpture database of documents and up to date contact lists.
- Produce and collate evidence of the event (photographs, videography, survey results, media articles, social media reports and a record of sales) for the purpose of post event reporting and promotion.
- Undertake a visitor survey, count and analysis.
- Control expenditure in accordance with the budget.
- Regularly report and communicate with the President, Treasurer and Committee on progress.
- Complete a post event report.
- Assist with grant acquittals as required.
- Other duties including general administration as required.

### **Key Skills, Experience and Attributes**

- Significant experience in the management of major arts events.
- Excellent verbal and written communication skills with demonstrated ability to manage key relationships.
- Marketing and public relations experience.
- Website and social media management
- Strong project management and leadership skills.
- Excellent organisational, analytical and coordinating abilities.
- Ability to work as part of a team.
- Excellent problem-solving abilities.
- Ability to prioritize tasks in the face of many and sometimes conflicting challenges.
- Energy and passion for the arts and community.
- Ability to reach out and collaborate with local and regional networks.
- Experience with Adobe Photoshop, InDesign and Illustrator is desirable but not essential.

### **Period of appointment**

The period of appointment is from 1<sup>st</sup> November 2023 until 14<sup>th</sup> December 2024. It is intended that the responsibilities of the Event Manager will be delivered within the following time allocations. If a variation to these times is considered necessary, any variation must be agreed prior with the President.

November 2023 to July 2024 (38 weeks): 2 days per week (76 days)

August to October (14 weeks): 4 days per week (56 days)

November (4 weeks): 5 days per week (20 days)

December: 6 extra days

Total: 158 days

### **Hours of Work**

Hours of work are flexible, however some work outside normal work hours will be required for events. While work can be undertaken in a location of your choosing. Your presence will be regularly required on site in Lorne during the event period, and periodically at other times for site meetings.

### **Remuneration**

Subject to the employment arrangements of the successful candidate, this position will be contracted as either an employee or contractor. The Event Manager will submit a statement of time worked to the President for approval each month.

The basis for any proposed claim for expenses will be agreed prior with the Event Manager including any expected travel expenses, incidental expenses and per diem rates on the weekends during the event period. The Event Manager will submit a claim for expenses to the President for approval each month.

Reasonable travel expenses will be re-imbursed including per diem rates on the weekends during the event period.

A daily rate of \$300/day plus compulsory super.  
(158 days @ \$333 = \$52,614 including super)