

Community Arts Advisor

About Us

Whirinaki Whare Taonga is a vibrant arts centre in Upper Hutt featuring arts, culture and events. Five galleries have a constantly changing programme of exhibitions ranging from the best New Zealand and international art to local exhibitions, with a special focus on family friendly experiences. Upstairs in the theatre, the spotlight is on theatre, comedy, film, dance and music with a dynamic programme ranging from circus acts to classical music while the Professionals Recreation Hall is home to a wonderful variety of functions and events. Whirinaki has an education programme for local schools and has multiple spaces available to hire for community use. We are also the home of the Upper Hutt i-SITE and Dough Bakery.

Whirinaki is owned by Upper Hutt City Council and is a Council Controlled Organisation. It is leased to and operated by a not-for-profit trust, the Whirinaki Whare Taonga Trust. The objectives of the Trust is to engage, enrich, inspire and connect people with the arts, culture and events. As one of the more diverse arts centres in New Zealand, Whirinaki offers a truly remarkable variety of exhibitions and events.

About this role

This is a new role which seeks to extend Whirinaki reach out into the community at a grass roots level. You will be part of a unique team of passionate individuals working in the arts, with this role working directly with the Upper Hutt community. Your role will be to implement and fulfil a variety of tasks to meet the seven objectives of the 2022-2027 Upper Hutt City Council's Arts, Culture and Heritage Strategy.

<https://www.upperhuttcity.com/Your-Council/Plans-policies-bylaws-and-reports/Strategies/Arts-Culture-and-Heritage-Strategy>.

You will advocate for and facilitate meaningful opportunities for arts and culture through your in-depth understanding of the broader arts sector and your significant experience building community-based relationships.

You will have strong event management experience as well as administration, marketing and communication strengths. Working alongside Whirinaki and community stakeholders, artists and performers, arts and culture sector professionals and other Upper Hutt City Council teams, you will play a pivotal role in ensuring arts and culture in the community are supported to thrive.

This is a full-time position which will involve some weekend and evening hours, as and when required.

Applications close Sunday 24 July 2022

Send applications to Fiona Wright

Fiona.Wright@whirinakiarts.org.nz

ROLE PURPOSE

Work alongside the Upper Hutt community, Council and the arts and culture sector to contribute towards the development and delivery of a co-ordinated and innovative programme of work across Upper Hutt which embeds the principles and objectives of the 2022 Upper Hutt City Council Arts, Culture and Heritage Strategy.

Please note that Upper Hutt City Council has appointed a Community Heritage Advisor role to meet the specific heritage objectives for the Arts, Culture and Heritage Strategy. The Community Arts Advisor will work collaboratively with the Community Heritage Advisor.

RESPONSIBILITIES

Objective 1: SUPPORT ARTS, CULTURE AND HERITAGE ORGANISATIONS AND PRACTITIONERS

Provide support and encouragement to people and organisations active in the arts and culture sector—empowering them to achieve their objectives

- **Communication Strategy.** Develop an Arts Communications Strategy which provides citywide co-ordination and promotion of the sector's public activities, and the Centre's public activities across multiple media platforms. Implement the strategy to ensure the community is fully aware of and engaged with what is happening within the arts, culture and heritage sector in Upper Hutt.
- **Advice and Support.** Provide advice and support to the arts and culture sector, focusing on key areas within the community that need development to unlock more resources and creativity.
- **Newsletters and Calendar.** Produce and distribute quarterly newsletters, develop a calendar of events and programmes related to arts and culture.
- **Networking.** Co-ordinate key networking events to strengthen local arts and culture communities and connect people across the sector.

Objective 2. IDENTIFY, PROTECT AND CONSERVE UPPER HUTT'S ARTS, CULTURE AND HERITAGE TAONGA

- **Advocacy Group.** Be part of a heritage and creative sector advocacy group that has broad representation to advise Upper Hutt City Council on arts, culture and heritage.
- **Art Collections.** Help and support local art organisations so that their collections are preserved, enhanced and made accessible. Identify all existing art collections of significance in Upper Hutt (community or private) and consult with curators as to their development, conservation and access needs.

Objective 3: GROW COMMUNITY PARTICIPATION IN AND ENGAGEMENT WITH THE ARTS

Foster community participation in and engagement with the arts, reducing barriers to access.

- **Arts and Culture Directory.** Develop, maintain and make public an Upper Hutt directory covering the visual and performing arts and cultural organisations.
- **Arts Trail.** Lead the development of an annual Upper Hutt 'open art studios' event and an Art Trail to shine a spotlight on local arts.
- **Outreach Arts Activities and Events.** Map all events and programmes related to arts and culture within Upper Hutt and note any perceived gaps. Alongside the Upper Hutt library, develop a number of free and accessible hands-on outreach arts activities and events at grass-roots level with the aim of meeting perceived gaps and fostering more creative activity and participation in the arts.
- **Public Sculptures and Artworks.** Develop a plan for Upper Hutt City's public sculptures and artworks that will include the commissioning and creation of new works expressing our unique identity, as well as the ongoing preservation, interpretation and promotion of existing work.

Objective 4. GROW COMMUNITY UNDERSTANDING OF AND ENGAGEMENT WITH UPPER HUTT'S HERITAGE

In collaboration with the Community Heritage Advisor, grow community participation in and engagement with Upper Hutt's heritage, facilitating access and increasing awareness

- **Open Days.** Develop and/or support arts, cultural and heritage initiatives and events which attract visitors to our city. Investigate possible open days/festival for unique site-specific options such as the Trentham Military Camp, the Pumpkin Cottage site and/or the Blockhouse.

Objective 5. SHOWCASE UPPER HUTT'S MĀORI HISTORY AND CULTURAL IDENTITY

Recognise the special place Māori hold as New Zealand's indigenous people and ensure protection of, respect for and engagement with Māori culture and its contribution to our city

- Ensure the Treaty and its principles are embedded into projects and practices. Promote Te Reo Māori across all projects.
- **Significant Cultural Event.** Support and collaborate to develop a major Upper Hutt focused annual Māori event which celebrates and showcases our local Māori community.

Objective 6: CELEBRATE THE DIVERSITY OF UPPER HUTT

Recognise our city's cultural diversity and ensure all communities have their particular arts, culture and heritage contributions and needs supported, particularly those who are currently under-represented.

- **Hands-on outreach arts activities and events.** Reach out to our diverse communities to ensure that arts and cultural events and activities are accessible to all people of Upper Hutt. Ensure the co-designed events programme is developed with the community, and a number of free and accessible hands-on outreach art activities and events are presented which focus on the diverse communities of Upper Hutt.
- **Significant Cultural Events.** Support and grow local multicultural festivals and/or cultural events to be regional drawcards.
- **Immigrant Welcome Pack.** Celebrate our growing immigrant community so that all peoples are welcomed into the city. Use arts and culture as a way to engage, welcome and support immigrant communities.

Objective 7: SUPPORT ARTS AND CULTURE MARKETING FOR THE CITY

Synthesise all of the previous objectives in an overall promotional package to recognise Upper Hutt as a destination for arts, culture and heritage for people outside the city.

- **Arts and Culture Map.** Produce an updated Visitor Arts and Culture Map of the city's key heritage and art features, to be promoted across media platforms.

QUALIFICATIONS, SKILLS AND EXPERIENCE

Specialist Skills

- In-depth understanding of the broader arts and culture sector: Understands and can articulate the value of art and creative practices in the community.
- Existing relationships and/or connections across the arts (visual and performing) and culture sector and experience in building community-based relationships and working alongside community stakeholders, artists and performers and arts and culture sector professionals.
- Experience with event management at a large scale and project managing complex projects, preferably outdoors or in community spaces.
- Knowledge of health and safety and current legislation, regulations, policies, practices and trends.
- Communication and marketing experience: Ability to communicate clearly and efficiently with a wide range of audiences across platforms, developing physical and digital collateral to communicate and promote the arts. Design/Photoshop/Adobe skills are desirable.
- Networking and partnerships: Ability to establish extensive professional networks and high-value partnerships with Upper Hutt City Council, colleagues, community and business leaders.
- Experience working in a similar role in either a public sector organisation or a community arts group.
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Customer Service

- Delivers excellent customer service to internal and external customers. Provides a proactive, professional and knowledgeable service.
- Seeks to better understand customers' needs and improve and enhance the services we provide.
- Makes decisions and provides options to meet customers' expectations and enhance the customer experience. Takes ownership to resolve problems and follows through to ensure that the commitments made are met or exceeded
- Responds promptly to customer needs, goes the extra mile, keeps them informed of progress and follows up. Looks for ways of making systems and processes more customer friendly.

Working Together

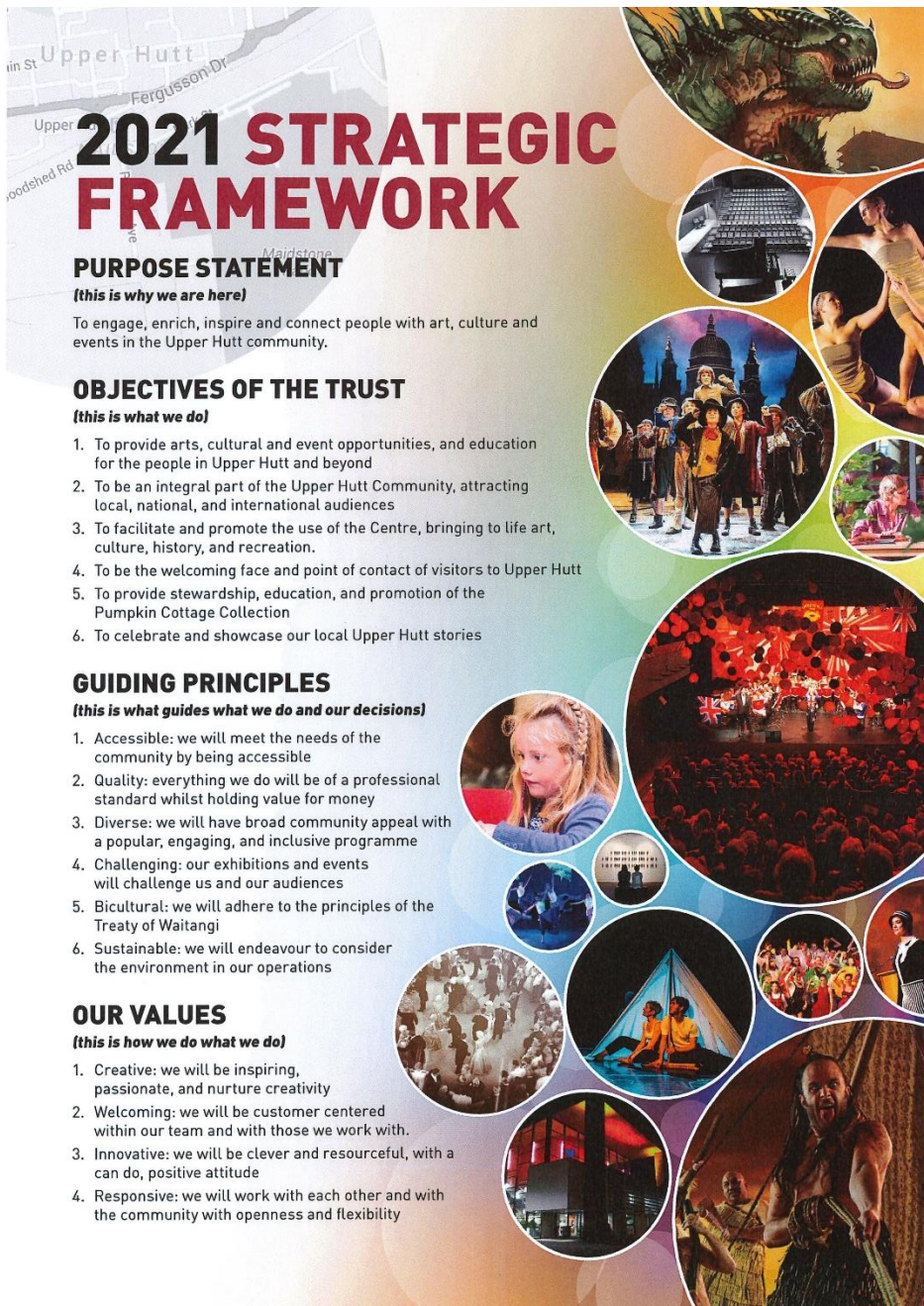
- Works to the Strategic Framework of the Trust (see below). Committed to our vision, strategies and making a difference to the people in our community: Aligns all work with Councils Arts culture and Heritage Strategy and Whirinaki vision and strategies to obtain the best outcomes.
- Understands and has knowledge of The Treaty of Waitangi and its implications. Recognises the importance of the Te Tiriti o Waitangi Charter and applies these principles to work
- Works well with others, collaborating effectively to achieve objectives and deliver high performance outcomes.
- Delegates effectively to event staff; is open and honest with staff, approachable and available, actively encouraging feedback and responding in a timely manner.
- Builds and maintains positive relationships in the community and with stakeholders; participates and shows commitment to team activities.

Communication

- Conveys information clearly and concisely in a style and/or method of delivery which best meets the needs of the people receiving the message.
- Uses language and behaves in a way that recognises cultural uniqueness.
- Creates open channels of communication, keeping people informed about events and programmes.

Administration

- Skills in database management and effective writing, including project plans and report writing.
- Able to apply for funding and support external funding applications.
- Understands responsibilities and accountabilities within a political, legislative and regulatory environment.



The graphic features a background map of Upper Hutt with street names like 'Fergusson Dr' and 'Woodshed Rd'. The title '2021 STRATEGIC FRAMEWORK' is in large red letters. Below it, the 'PURPOSE STATEMENT' and 'OBJECTIVES OF THE TRUST' are listed. The 'GUIDING PRINCIPLES' and 'OUR VALUES' sections follow, each with a numbered list. The right side of the graphic is decorated with circular images showing various cultural activities, including a dinosaur, a woman in a yellow dress, a group of people in traditional Maori attire, a woman in a blue dress, a group of people in a red and black setting, a woman in a blue dress, a woman in a white dress, a woman in a yellow dress, and a man in a traditional Maori costume.

2021 STRATEGIC FRAMEWORK

PURPOSE STATEMENT

(this is why we are here)

To engage, enrich, inspire and connect people with art, culture and events in the Upper Hutt community.

OBJECTIVES OF THE TRUST

(this is what we do)

1. To provide arts, cultural and event opportunities, and education for the people in Upper Hutt and beyond
2. To be an integral part of the Upper Hutt Community, attracting local, national, and international audiences
3. To facilitate and promote the use of the Centre, bringing to life art, culture, history, and recreation.
4. To be the welcoming face and point of contact of visitors to Upper Hutt
5. To provide stewardship, education, and promotion of the Pumpkin Cottage Collection
6. To celebrate and showcase our local Upper Hutt stories

GUIDING PRINCIPLES

(this is what guides what we do and our decisions)

1. Accessible: we will meet the needs of the community by being accessible
2. Quality: everything we do will be of a professional standard whilst holding value for money
3. Diverse: we will have broad community appeal with a popular, engaging, and inclusive programme
4. Challenging: our exhibitions and events will challenge us and our audiences
5. Bicultural: we will adhere to the principles of the Treaty of Waitangi
6. Sustainable: we will endeavour to consider the environment in our operations

OUR VALUES

(this is how we do what we do)

1. Creative: we will be inspiring, passionate, and nurture creativity
2. Welcoming: we will be customer centered within our team and with those we work with.
3. Innovative: we will be clever and resourceful, with a can do, positive attitude
4. Responsive: we will work with each other and with the community with openness and flexibility