



ONLINE CURATOR AND ART SALES MANAGER

JOB DESCRIPTION

Position: Online Curator and Art Sales Manager

Reports To: Chief Programming Officer

Status: Full Time

Schedule: Flexible; some nights, weekends and holidays required. Ability to work some hours from home/remotely.

Salary: 45,000 base salary, opportunities for additional commission

Role Summary:

The Online Curator and Art Sales Manager is responsible for developing, implementing, directing, monitoring, evaluating and promoting the Academy Center of the Arts' new online art sales program. Along with leading online art sales, this manager will assist the Director of Visual Art's in curating the Academy galleries and building artist and consumer relationships.

Duties & Responsibilities:

Responsibilities include, but are not limited to:

- Builds relationships with visual artists across mediums in the Central and Southwest Virginia region.
- Curates and updates the ACOA's online galleries and art sales website by uploading artworks and developing content.
- Curates and updates the ACOA's arts sales' social media accounts.
- Monitors social media presence, connecting and engaging with followers regularly.
- Identifies and solicits potential customers through digital and online tools.
- Builds and strengthens ongoing customer relationships.
- Serves customers by identifying and selling artwork that meets customer needs.

- Obtains and fulfills orders by working with both the artist and the customer.
- Adjusts content of sales presentations by studying the consumer and their needs.
- Focuses sales efforts by studying existing and potential volume of consumers.
- Keeps management informed by submitting activity and results reports, such as daily call reports or weekly work plans.
- Monitors competition by gathering current marketplace information on pricing, mediums, delivery schedules, and advertising techniques.
- Makes changes to artworks offered by evaluating results and competitive developments.
- Resolves customer complaints by investigating problems, developing solutions, preparing reports, and making recommendations to management.
- Maintains professional and technical knowledge by attending educational workshops, reviewing professional publications and establishing personal networks.
- Provides historical records by maintaining records on area and customer sales.
- Contributes to team effort by accomplishing annual sales quotas as needed.
- Represents ACOA by attending community events.
- Connects with the Chief Programming Officer and Director of Visual Arts regularly to brainstorm content and storytelling opportunities, leading strategies to effectively bolster sales and promote local artists.
- Assists with social media content capture and photography for physical gallery events, leading on-site social media coverage and real-time promotion of art available for sale on the ACOA campus.
- Carries out any other reasonable duties and responsibilities within the overall function, commensurate with the level of responsibilities of the post.

Position Qualifications:

- Bachelor's degree in art, marketing, design, or museum studies.
- General artistic experience in the following media: painting, drawing, mixed media, and ceramics
- Experience with photography, photo editing, and videography preferred
- Computer proficiency to promote art works and maintain records.
- Ability to communicate clearly and professionally in oral and written forms
- Content writing, social media experience
- Outstanding customer service skills
- Attention to detail and strong organizational skills including the ability to plan, prioritize, and manage time effectively
- The ability to self-start and work independently
- Ability to handle multiple tasks and work within deadlines
- Certification or understanding of online advertising through tools like Google Adwords
- Skilled in the use of basic accounting principles, Microsoft Office, Google Suite, and database management systems
- Commitment to equal opportunities and diversity practice

ACOA values a diverse workforce and an inclusive culture — people of color, women, individuals with disabilities, immigrants, and people from other underrepresented communities are strongly encouraged to apply for all open positions.

To apply, email a cover letter, resume and three references to Michelline Hall at mhall@academycenter.org