



The Cairns Indigenous Art Fair is now hiring a First Nations Digital Engagement Manager to join the team:

Job Opportunity: First Nations Digital Engagement Manager (First Nations identified role)
Reports to: Artistic Director and Business Compliance Manager
Location: Cairns, Queensland
Employment Type: Full-Time, 1 Year Fixed Term

Applicants:

This role requires an understanding of the issues affecting Aboriginal and Torres Strait Islander peoples, as well as the ability to engage and communicate sensitively with these communities. *To perform this role, it is essential that the person is an Aboriginal or Torres Strait Islander person. It is therefore a genuine occupational requirement under section 25 of the Anti-Discrimination Act 1991.* <https://www.qhrc.qld.gov.au/your-responsibilities/for-employers/recruitment/identified-positions>

By this we mean a person who:

- a) identifies as an Aboriginal and/or Torres Strait Islander person; and
- b) is of Aboriginal and/or Torres Strait Islander descent; and
- c) is accepted as an Aboriginal and/or Torres Strait Islander person by the Aboriginal and/or Torres Strait Islander community in which he or she lives or originates from.

About CIAF:

The Cairns Indigenous Art Fair (CIAF) is Australia's premier Indigenous art fair, dedicated to providing platforms for cultural exchange and economic opportunities for Queensland Aboriginal and Torres Strait Islander artists. Since its inception in 2009, CIAF has showcased a diverse range of art forms, including visual arts, fashion, music, dance, and more, fostering a deeper connection between artists and audiences.

Role Overview

The Cairns Indigenous Art Fair (CIAF) is seeking a dynamic Digital Engagement Manager to lead the development and management of its innovative digital strategy. This pivotal role will expand CIAF's reach by creating a culturally immersive, year-round digital platform that showcases and promotes Queensland Aboriginal and Torres Strait Islander art, while fostering deeper engagement with First Nations artists and communities.

Through this platform, the Digital Engagement Manager will ensure that cultural integrity is at the forefront, facilitating global access to authentic First Nations art and enhancing opportunities for cultural exchange.

The First Nations Digital Engagement Manager will lead the development, implementation, and ongoing management of CIAF's digital strategy and new e-commerce platform. This role is pivotal in expanding CIAF's reach beyond its annual event by establishing a robust, year-round online marketplace for Queensland's First Nations artists.

The First Nations Digital Engagement Manager will work collaboratively with internal teams, external consultants, and key stakeholders to deliver a culturally immersive, premium online shopping experience. The successful candidate will ensure the platform aligns with CIAF's

mission of promoting First Nations art and culture while maintaining the highest standards of cultural integrity, ethical handling, and operational efficiency.

This role requires an experienced and culturally sensitive professional with a passion for promoting First Nations art and culture. To be considered for this position, you must be available to work full-time at our office in Cairns, Queensland.

Key Responsibilities

E-Commerce Platform Development:

- Design, implement, and manage a year-round online marketplace showcasing Queensland First Nations art.
- Ensure the platform provides a high-quality, premium, and culturally immersive experience targeting national and international markets.
- Integrate the e-commerce platform with CIAF's main website, differentiating year-round offerings from annual event-focused sales.
- Incorporate innovative technologies, such as 3D virtual exhibitions, to enhance the digital experience.

Artist Liaison and Commissioning:

- Establish and maintain relationships with artists, art centres, and communities to ensure a steady pipeline of high-quality work.
- Oversee the commissioning process, ensuring grant funds are distributed equitably and ethically to support new artwork production.
- Travel to remote and on-country locations to strengthen artist networks and deliver professional development workshops.

Annual Event Integration:

- Align digital initiatives with CIAF's annual art fair, using the platform to showcase and sell event-related works.
- Collaborate with internal teams to ensure the digital strategy complements and enhances CIAF's existing programs without overburdening artists.

Cultural Integrity and Strategic Alignment:

- Ensure all digital initiatives adhere to First Nations Cultural and Intellectual Property (ICIP) protocols and the Indigenous Art Code (IAC).
- Align the platform with CIAF's mission to foster artistic excellence, cultural exchange, and economic opportunities for Queensland First Nations artists.

Marketing and Audience Engagement:

- Work with the Marketing and Communications Manager to develop and implement digital marketing campaigns targeting national and international audiences, using analytics tools to monitor and refine engagement strategies.

Selection Criteria

Essential:

- Demonstrated experience in e-commerce platform development, management, or strategy.
- Proven ability to manage supply chains, logistics, and distribution in a retail or arts environment.
- Strong understanding of digital marketing strategies and audience engagement.
- Experience working with First Nations communities and a deep understanding of cultural protocols and sensitivities.
- Exceptional project management skills with the ability to oversee multiple tasks and meet deadlines.
- Excellent communication and stakeholder management skills.
- Familiarity with the Indigenous Art Code (IAC).
- Familiarity with First Nations Cultural and Intellectual Property (ICIP) in the Arts.

Employee Benefits:

- Professional development opportunities.
- Flexible working arrangements.
- A supportive and inclusive work environment.
- Opportunity to work with and support Queensland Aboriginal and Torres Strait Islander artists and communities.
- Participation in unique cultural events and activities.

How to Apply:

Interested candidates are invited to submit a resume with 3 referees and a cover letter outlining their suitability for the role, addressing the key responsibilities and qualifications listed above. Applications should be submitted via email to Chief Executive Officer, Dennis Stokes, by Monday 24 March 2025.

First Nations Digital Engagement Manager – Position Description

Position Title:	First Nations Digital Engagement Manager
Department:	Creative Team
Reporting Relationship:	Artistic Director and Business Compliance Manager
Award Classification:	
Conditions of Employment:	You are required to commit to the policies and procedures as established by CIAF and amended from time to time.
Hours of Duty:	
Workplace Health & Safety Statement:	Employees and CIAF have a joint responsibility to maximise safe working conditions.
Position Objective:	This position is responsible for the coordination and delivery of the CIAF's Digital Strategy
OVERVIEW:	

Organisation Overview:

The First Nations Digital Engagement Manager will lead the development and management of the Cairns Indigenous Art Fair's innovative digital strategy. This pivotal role will expand CIAF's reach by creating a culturally immersive, year-round digital platform that showcases and promotes Queensland First People's art, while fostering deeper engagement with First Nations artists and communities. Through this platform, the Digital Engagement Manager will ensure that cultural integrity is at the forefront, facilitating global access to authentic First Nations art and enhancing opportunities for cultural exchange.

The First Nations Digital Engagement Manager will work collaboratively with internal teams, external consultants, and key stakeholders to deliver a culturally immersive, premium online shopping experience. The successful candidate will ensure the platform aligns with CIAF's mission of promoting First Nations art and culture while maintaining the highest standards of cultural integrity, ethical handling, and operational efficiency.

The First Nations Digital Engagement Manager collaborates with the Business and Compliance Manager, Artistic Director, Exhibition and Development Manager, Marketing Manager, and Head of Programs to develop, manage, and oversee the ecommerce strategy, supply chain and online platform to ensure the sourcing and commissioning of high-quality products and digital retail and production of sales.

The First Nations Digital Engagement Manager consults across all CIAF Departments.

The position integrates three core responsibilities:

1. **E-Commerce Platform Design and Management:**
Establish and oversee a digital platform that operates year-round, distinct from CIAF's annual event to include online curated shows, exhibitions, products and an artisan art market.
2. **Commissioning Process Development:**
Manage funding and relationships to commission new artworks for the platform, including travel to communities and studios to build and strengthen artist networks.
3. **Annual Event Integration:**
Enable the platform to support CIAF's once-a-year art fair, ensuring seamless integration with the main website and differentiated offerings such as exhibitions, workshops, and forums.
4. **Event Ticketing and Sales**
Manage all ticketing requirements, communication and delivery for the CIAF annual event and other satellite programs

DELIVERABLES	KEY DUTIES AND RESPONSIBILITIES
Online Platform Development & Implementation	<ul style="list-style-type: none"> Oversee the design and development of CIAF's e-commerce online platform, ensuring alignment with strategic goals and cultural considerations. Collaborate with developers, designers, and consultants to deliver a high-quality user experience. Research and implement best practices for digital technology, design, and user engagement. Produce a detailed manual with instruction on how to use the platform and maintain the updating of the document.
E-commerce Report	<ul style="list-style-type: none"> Evaluate and implement the E-commerce Report commissioned by CIAF and update relevant information
Consignment Agreement	<ul style="list-style-type: none"> Ensure consignment agreement for artworks are clear terms and the agreement protect both the artist and the consignor. Organise consignment agreements for all clients.
Stock Management	<ul style="list-style-type: none"> Ensure practices around the safe storage and handling of artworks. Ensuring that artworks are stored in climate-controlled environments, handled with care, and protected from damage is vital. Adhering to best practices in art preservation and ethical handling not only safeguards the artworks but also respects the cultural and artistic value they represent.
Artist engagement & Support	<ul style="list-style-type: none"> Work closely with First Nations artists to onboard them onto the platform. Provide training and support to art fair exhibitors to ensure they can effectively use the platform. Act as a liaison between artists, exhibitors, CIAF, and the platform team to address any concerns. Work with stakeholders and techs to trouble shoot issues
Art Fair Artists and Exhibitors engagement & Support	<ul style="list-style-type: none"> Work closely with Art Fair artist and exhibitors to onboard them onto the platform. Provide training and support to art fair exhibitors to ensure they can effectively use the platform. Act as a liaison between artists, exhibitors, CIAF, and the platform team to address any concerns. Work with stakeholders and techs to trouble shoot issues

Supply Chain & Logistics	<ul style="list-style-type: none"> • Establish and manage a reliable supply chain to ensure the availability of high-quality artworks. • Coordinate ethical handling, packaging, and distribution processes for all sales. • Evaluate warehousing versus marketplace models and recommend the best approach. • Partner with logistics providers to ensure timely and reliable shipping.
Managing Art Fair Event Sales	<ul style="list-style-type: none"> • The Digital Manager plays a crucial role in overseeing all art fair-related sales through the online platform, ensuring a smooth and seamless experience for both artists and buyers. • During the event, the Digital Engagement Manager collaborates closely with the Sales Assistant and Exhibition and Development Manager to manage the sales process efficiently. This includes coordinating the digital aspects of sales, addressing any technical issues promptly, and ensuring that transactions are processed smoothly. By leveraging technology and best practices, the Digital Engagement Manager ensures that the online platform operates flawlessly, providing a premium user experience and supporting the success of the Cairns Indigenous Art Fair (CIAF).
Marketing & Audience Engagement	<ul style="list-style-type: none"> • Develop and execute a marketing strategy to drive traffic to the platform and attract domestic and international audiences. • Create culturally sensitive content to promote First Nations artists and their works. • Utilise data analytics to monitor audience behaviour, sales performance, and platform growth. • Prepare marketing and promotional content and materials spotlighting shop products and new and existing clients regularly to encourage sales.
Platform Management & Maintenance	<ul style="list-style-type: none"> • Monitor and maintain the platform's performance, addressing any technical issues promptly. • Ensure the platform operates efficiently, securely, and in compliance with cultural protocols. • Manage product listings, pricing, and updates to maintain a premium user experience.

<p>Financial Oversight</p>	<ul style="list-style-type: none"> • Develop and manage the e-commerce budget, ensuring cost-effective operations. • Monitor sales performance and provide regular financial reports to the CEO. • Identify opportunities for revenue growth and operational efficiencies.
<p>Ticketing</p>	<ul style="list-style-type: none"> • Reporting to the Head of Programs, Marketing & Communication Manager, this deliverable involves direct interaction with ticket holders, VIPs, and community groups while maintaining strong relationships with ticketing providers. • Manage the delivery of ticketing and box office operations for CIAF, ensuring excellent customer service and timely reporting. • Deliver exceptional customer service to patrons, including VIPs. • Maintain and manage ticketing data, using CRM to segment audiences and support marketing initiatives. • Manage ticket sales and seating arrangements through ticket agencies including Ticketlink, ensuring accuracy. • Provide reporting and collaborate with the Business and Compliance Manager, Head of Programs, and Marketing Manager. • Coordinate customer loyalty and engagement activities. • Provide detailed information to customers about event schedules, pricing, location and seating. • Handle ticket inquiries, refunds, and exchanges. • Support community engagement for group sales. • Collaborate with the Head of Programs and Front of House operations at ticketed events, ensuring smooth check-in and event flow.

Administration

Asset and Equipment Management

- Manage retail assets and equipment, including developing and maintaining an up-to-date asset register.
- Facilitate the stocktake process and manage stocktake discrepancies.

Work Hours and Travel

- Undertake work out of hours and travel as required and directed.

Project Planning and Tracking

- Track project plans against milestones and deadlines.

Employee Supervision and Motivation

- Mentor, supervise, and motivate employees under their direction.

Grant Sourcing

- Assist the Artistic Director in sourcing program and project grants.

Promotion of Values and Policies

- Actively promote CIAF's values and apply all relevant workplace policies and guidelines.

Other Duties

- Undertake other duties as required and within the scope and level of this position.

**Qualifications,
Skills and
Experiences, and
Personal
Competencies**

Qualifications

- Current C Class licence.
- Relevant qualifications in production services (desirable).

Skills & Experience

- Demonstrated experience in e-commerce platform development, management, or strategy.
- Proven ability to manage supply chains, logistics, and distribution in a retail or arts environment.
- Strong understanding of digital marketing strategies and audience engagement.
- Experience working with First Nations communities and a deep understanding of cultural protocols and sensitivities.
- Exceptional project management skills with the ability to oversee multiple tasks and meet deadlines.
- Excellent communication and stakeholder management skills.
- Ability to apply for grants to commission new supply chain works and products.

Personal Competencies

- Strong analytical and problem-solving skills to manage changing environments, including the ability to be agile in event planning and delivery.
- Demonstrated ability to work independently, sometimes under pressure, and take initiative as required.
- High level of verbal and written communication skills with the ability to interact with a diverse range of individuals and stakeholders in a timely and effective manner.
- Strong attention to detail, time management, and organisational skills.
- Ability to work effectively in a team environment and in a manner that contributes positively to CIAF operations.

Desirable:

- Experience in the arts, cultural, or non-profit sectors.
- Knowledge of First Nations art markets and cultural frameworks.
- Familiarity with web development platforms, content management systems, and analytics tools.
- Experience in Grant management and commissioning of new works.

Key Attributes

- A passion for promoting First Nations art and culture.
- A strategic thinker with a creative and solutions-focused

Employee Declaration:

I, _____, accept the position of **First Nations Digital Engagement Manager** at CIAF, and agree to adhere to the above conditions of the Position Description above.

Employee Signature: _____

Date: _____ / _____ / _____