

AREA CO-ORDINATOR - Job Description

Area Co-ordinators (ACOs) work with the Co-ordinators' Officer, who is their representative and spokesperson on the Committee, keeping him/her informed of developments.

ACOs are not mentioned in our Constitution but are vital links in SEOS.

Each ACO is at the centre of a group around their area.



Honorarium

Area Co-ordinators are not paid a fee as such but they are given a free entry in the guide and website.

ACOs - YOUR ROLE

- To be a contact point for local artists and a 2-way link between their artists and the SEOS Committee, communicating mostly via email.
- To be a good communicator, someone who enjoys the company of artists, and is open to making new friendships. To have the ability to delegate tasks, enthuse and encourage others.
- To help with the recruitment of new artists.
- To introduce artists to each other and help co-ordinate studio opening times.
- To collect guides and publicity material from the distribution point, sort and arrange for your group of artists to pick up from you.
The cost of travel for this can be claimed as expenses.
- To organise a meeting of your artists. This can either be an introductory meeting once group details are finalised for the year in February or be held in May when guides are handed out and when local publicity ideas can be finalised. *The cost of refreshments for this can be claimed as expenses.*
- To attend the annual AGM in July with a brief written report. This is our main social event and gives you the opportunity to meet other ACOs, the Committee and artists from other areas.

WORK PATTERN

October to January

- Distribute recruitment posters. Send emails to previous year's artists who have reapplied for help with distribution.
- Put artists in touch with each other to co-ordinate opening times.
- Give advice about application, encourage online entry and image upload.
- Keep ACO Officer advised of new applicants.
- Network any information on studio-sharing.
- Ask group to try and find advertisers, earning 10% commission.

February

- Send a welcome email to your finalised group.

March/April

- Encourage artists to begin organising local publicity in club newsletters, council event guides, parish magazines and local websites etc. Suggest sending press releases to local papers.

May

- Pick up guides etc from distribution point in Maidstone and sort. Ask your artists to pick their guides up from you. Delegate tasks to the group.
- Hold meeting (at distribution time or earlier in year if you prefer). This can be a social event with a few refreshments provided (*expenses - see below*).

June

- If you have time, visit your new artists' open studio, encourage and support.

July

- Attend AGM/Party.

Throughout the year

- Pass on information to your artists from ACO Officer. This can usually be cut and pasted from her email.
- Encourage artists to use the website and the message board and to read the newsletter for all the latest information.

POINTS FOR YOUR MEETING

- Delegate artists to help with local publicity and guide/poster distribution.
- Personal Invitations - Private views - Visitors book to sign (useful for mail-out).
- Discuss local publicity.
- Advise artists of the necessity of being present at times they have stated in the Guide. In an emergency, they must inform you and put up a sign.
- Importance of visitor and artist feedback.
- Keep some guides and publicity material in car during May, use car stickers.
- Signs (arrows and posters): ask permission to put up on private land, don't put up on council property.
- Ask artists to attend the AGM/Party in July.
- Encourage artists to send visitors to other studios.
- Read Rules and Guidelines.

MEETING EXPENSES

£15.00 per group of up to ten members.

£1.50 per extra member over this up to a maximum of £40.00.

Claim forms for travel and meeting expenses are available on the website download page - ACO section.