

spark

Roles and Responsibilities

Spark meets weekly on Mondays at 5:45 pm, with additional meetings per team as necessary

Designer

The *spark* **Designer** is responsible for creating posters and other print materials to promote *spark* (and SAS) and its events and shows. They are also in charge of the production of digital content for the website and social media. This position plays the important role of engaging the broader Northeastern community and raising awareness about *spark*, and gives the designer real-world experience they can include in their portfolio. Chief responsibilities include:

- Designing posters and other printed collateral using programs such as InDesign, Photoshop, and Illustrator
- Working with the **Social Media Manager** to create online content
- Collaborating with the **Photographer/Videographer** to create unique content for promotional materials

Social Media Manager

The **Social Media Manager** is responsible for *spark's* digital presence on all platforms and is the voice of *spark*. They will work to develop and promote *spark's* brand, engaging Northeastern and the larger community. Chief responsibilities include:

- Regular posting on all social media channels (Facebook, Twitter, Instagram)
- Coordinating with the **Designer** and **Photographer/Videographer** to create content
- Making and managing Facebook events
- Live Tweeting and using Instagram stories during events
- Assuring brand unity
- Reporting/analyzing social media analytics

Photographer/Videographer

The **Photographer/Videographer** is responsible for photographing *spark* events as well coordinating the semesterly "How to Photograph Your Artwork" event (with professor Jamal Thorne). They also produce videos to promote *spark* and engage the larger Northeastern community. Chief responsibilities include:

- Photographing events/artwork, as well as internal *spark* events
- Storyboarding and producing videos
- Collaborating with the **Designer** to create unique content for promotional materials

**Must provide own camera/video equipment and editing software*

Web Developer

The **Web Developer** is responsible for maintaining the [spark](#) and [SAS](#) (Student Art Sales) websites (hosted via Wordpress). They will upload new content and insure all information is up to date. Chief responsibilities include:

- Cleaning up current websites to make them more streamlined and user-friendly
- Uploading content as events occur
- Uploading new artwork to SAS site as needed
- Working closely with the **Financial Director** to keep track of SAS orders
- Reporting website statistics/analytics

EXHIBITIONS TEAM*

Director of Exhibitions

The **Director of Exhibitions** maintains the vision for programming all exhibitions. They help the **Curators** coordinate and put on exhibitions. They will lead brainstorms, work with **Designers** to create posters, edit proposals, select projects, and define the scope/timeline for each show.

Chief responsibilities include:

- Leading regularly scheduled meetings to develop show ideas with the rest of the team and sometimes the Faculty Advisor
- Fostering a dynamic team culture that encourages communication, teaching, and learning
- Creating project timelines and following through on deadlines
- Sending out call for submissions to art groups/schools/organizations
- Having the final say in *spark's* curation of shows

Curators

The **Curators** will find spaces on/off campus to create exhibitions. They will coordinate with the space managers and act as the point of contact between the space managers and the artist(s).

Chief responsibilities include:

- Drafting calls for submissions and description text about each show
- Maintaining a stream of contact between the space managers and the artists
- Coordinating sales of artwork
- Coordinating installation/deinstallation of exhibitions, including layout
- Creating a catalogue of information from the artists (bios, statements, description of work, addresses, emails, etc.)

Director of Events

The **Director of Events** is responsible for working closely with the rest of the exhibitions team to put on events related to each show (artists talks, openings/closings, etc.). Chief responsibilities include:

- Coordinating food/refreshments for all events
- Booking rooms for meetings and events
- Working with the **Curators** to actively engage the artists in talks, receptions, etc.
- Working with the **Designer** to effectively promote all events

**Members of the exhibitions team must be enrolled in classes as they will have meetings/installations during the day*

SAS (Student Art Sales)

Financial Director

The **SAS Financial Director** will catalogue purchases and maintain contact between purchasers, the framer, and the students making profit. They will be in contact with Mary Corluka and handle everything related to the *spark*/SAS budget. Additionally, they will work closely with the **Director of SAS** to brainstorm and streamline the SAS process.

**The financial director must be enrolled in classes, as they will occasionally have meetings during the day*

Director of SAS

The **Director of SAS** is responsible for curating the online art store. They will make the executive decision on curation and will accept/deny student work as needed, keeping information organized. They will inform the **Designer** and **Social Media Manager** of advertising pushes 2x/semester. The **Director of SAS** will also keep in contact with IDEA, Scout, and Mosaic and coordinate any necessary arrangements.

**Applicants must be able to commit at least 7hrs/week while serving as part of spark.*