



Position Description

Position Title:	Agent – NICA Represents
Reporting To:	Operations Manager - Commercial
Time Fraction:	Full Time
Salary:	Level 6.1 (\$72,328.09) Educational Services (Post-Secondary Education) 2020 Award
Date:	October 2023

GENERAL INFORMATION

The National Institute of Circus Arts (NICA LTD) is a not for profit company, owned by Swinburne University of Technology and established to create world class training for the contemporary circus and physical theatre industry.

NICA is Australia's Centre of Excellence for training and education in contemporary circus practice. NICA's Bachelor of Circus Arts is funded by the Australian Federal Government through the Department of Infrastructure, Transport, Regional Development, Communications and the Arts and is a member of the Australian Roundtable for Arts Training Excellence (Arts8). NICA also offers short courses, masterclasses and corporate workshops. NICA has several alliances with national and international organisations. NICA's Certificate IV is supported by the State Government through Higher Education Skills Group (HESG) for the delivery of its vocational programs.

NICA Represents (formally CircaNICA) was established in 2003 to stimulate industry development and performance opportunities, create new work and bridge the gap between training and employment for graduates of NICA. NICA Represents now represents over 150 circus artists from Australia and the world and offers services including roving artists, stage acts, performances made to order, event entertainment packages, entertainment theming and on-site artist management.

NICA Represents has a long list of high-profile clients and has worked in collaboration with some of Melbourne's largest cultural institutions. Drawing on the extensive expertise at NICA, NICA Represents can realise any client's entertainment vision and places artists in corporate entertainment, product launches, circus shows, theatre, cabaret, festivals, private parties, cruise ships, theme parks, film, and television and more.

As part of our values, NICA strives to be diverse and inclusive. We strongly encourage diverse candidates to apply, including First Nations people, women, people from multicultural backgrounds, people with a disability, people who identify as LBTBQIA+, and people from all age groups.

POSITION PURPOSE:

The Agent - NICA Represents is a role requiring exceptional skills in arts administration and artist representation, combined with the ability to conceptualise and deliver live circus performances.

The incumbent will be a self-motivated, multi-tasker with excellent communication skills and a keen ability to develop industry relationships and partnerships in order to create new employment opportunities for circus performers both nationally and internationally. The Agent will also continue to manage existing long-term contracts with multiple clients into the future.

They will have creative flare, an eye for talent spotting and a thorough understanding of conceptualising, pitching and delivering high quality, live entertainment. They will have the ability to design and communicate a creative brief to artists, directors and other creatives as well as the ability to communicate an artistic vision to potential clients.

In addition to creating live circus performances, the Agent - NICA Represents will be responsible for the day-to-day running of the agency, including handling all incoming enquiries, artist liaison and recruitment, quoting, contract negotiation, budgeting and invoicing. They will be responsible for coordinating and implementing effective administration of circus performances at a variety of events and activities of various scales.

The Agent - NICA Represents will be responsible for the overall planning and development of the agency including strategic decisions concerning marketing and promotional opportunities. The Agent - NICA Represents will be responsible for growing the business by seeking out new clients and opportunities. It is important to the business that a sales background and ability to drive new business opportunities is present. They will be a contributing member of the NICA team and will enjoy the challenge of further enhancing this established and fast-growing business. The Agent - NICA Represents will contribute to strategic planning for NICA's commercial arm and be involved in production plans and decisions that may affect the agency and its artists.

The position provides the opportunity to be involved in the unique environment of NICA and contribute to the exciting world of the Australian circus, arts and events scene.

Participation on Committees:

The Agent - NICA Represents will participate on committees within NICA as required, including meetings with NICA's commercial arm and OH&S committee

Supervision Reporting Relationships:

<u>This positions'</u> supervisor/manager	Operations Manager - Commercial
Other positions reporting to <u>this</u> position	NICA Represents contractors

Location:

This position is located at the Prahran campus of Melbourne Polytechnic, but the incumbent may be required to undertake duties at any location. Thus, the incumbent must be willing to travel and work at a range of locations in their capacity as an advocate for the organisation.

Key Responsibilities:

The key responsibility areas (KRAs) are the major outputs for which the position is responsible and are not a comprehensive statement of the position activities.

Key Responsibility Areas		
1.	Customer Service	Answer incoming enquiries to NICA Represents. Liaise with artists and clients documenting all communication including quotes, contracts, budgets, call sheets and risk assessments.

Key Responsibility Areas		
		<p>Liaise with all NICA teaching, administrative and production staff about NICA Represents activities or events which may impact upon the Institute.</p> <p>Liaise with NICA staff to develop suitable responses to enquiries when appropriate.</p> <p>Liaise with the NICA Marketing Team for the purposes of marketing and promotion of the NICA Represents Agency</p>
2.	Build Relationships	<p>Communicate with external stakeholders such as corporate, community & private clients, event management companies, production companies and casting agents to better understand, anticipate and meet their circus talent and entertainment needs.</p> <p>Act as an agent representing NICA graduates and other professional circus artists to stakeholders and the wider community. Liaise with NICA Represents artists to develop performances to meet stakeholder needs and create act promotional material in line with NICA Represents brand.</p> <p>Recruit new artists to fill industry needs and respond to enquiries from artists seeking representation.</p> <p>Build and maintain positive on-going relationships with internal and external stakeholders that enhance NICA Represents presence in the entertainment industry and NICA's educational and professional goals.</p> <p>Enhance links with the circus and performance arts industry.</p> <p>Identify and grow new opportunities for the NICA Represents agency both nationally and internationally and develop strategies for implementation.</p> <p>Continuously monitor and evaluate services provided by NICA Represents and NICA Represents artists to ensure high quality service provision and outcomes and implement changes to continuously improve the service as a result of structured feedback mechanisms.</p> <p>Work towards establishing and maintaining a strong NICA brand through the activities of NICA Represents.</p>
3.	Policies, procedures and planning	<p>Maintain the established policies and procedures relating to NICA and the placement of student and graduate artists.</p> <p>Draft new policies and procedures as required by NICA/NICA Represents.</p> <p>Participate in strategic planning activities of the Institute and contribute to the achievement of the strategic objectives as allocated.</p>
4.	Administration	<p>Maintain and update administrative processes that allow the agency to deliver a high standard of service appropriate to a national Centre of Excellence.</p> <p>Prepare written correspondence for internal and external stakeholders, including reports, submissions, general procedures, budgets, call sheets and quotes.</p> <p>Maintain and update NICA Represents processes for recording enquiries, quoting, booking acts and signing up new artists.</p> <p>Maintain and update the artist and client databases.</p>

Key Responsibility Areas		
		<p>Maintain and update the NICA Represents website. Design and distribute promotional material such as flyers and DVDs.</p> <p>Maintain appropriate records (including budgets) and ensure, in collaboration with the Senior Finance Officer, that appropriate financial systems and records are maintained.</p> <p>Adapt to changing business conditions by proactively updating systems and processes and keeping abreast of event and performance trends.</p> <p>Implement and maintain all OH&S processes, in accordance with NICA policies, and National WorkSafe Standards, for all NICA Represents activities.</p>
5.	Finance	<p>In conjunction with the Senior Finance Officer, develop financial pricing policies which will lead to the full cost recovery of NICA Represents activities and support NICA's financial targets.</p> <p>Liaise with the Senior Finance Officer regarding routine finance processing for items relating to the NICA Represents Agency including invoicing, receipting, setting up new accounts and overdue accounts.</p> <p>Monitor the financial performance of the agency with the view to generating income.</p> <p>The Agent - NICA Represents will be responsible for the day to day administration of budgets for specific activities which will contribute to the overall NICA Represents budget targets.</p>
6.	Event Management / Event Producer	<p>Respond creatively to opportunities, and develop initiatives for, the employment of NICA Represents circus artists both nationally and internationally. This requires both a proactive and reactive approach.</p> <p>Produce bespoke acts for clients responding to briefs</p> <p>Assist in the event management of NICA events and undergraduate shows as needed.</p>
7.	NICA	<p>Work with NICA Connects to strengthen ties with alumni and industry.</p> <p>Develop and build relationships with NICA Ed students throughout their studies at NICA. Educate and prepare them for industry and working with Agencies.</p> <p>Work with NICA Rec on providing artists for Venues Hires and Events.</p>

KEY SELECTION CRITERIA

Application letters and/or resumes must address the Qualifications and Knowledge/Experience/Attributes sections under the key selection criteria.

Qualifications: Include all educational and training qualifications, licences, and professional registration or accreditation, criminal record checks etc. required for the position.		Essential/ Preferable
1.	Relevant qualification and/or experience in agency administration, event production and artist management.	Essential
Experience / Knowledge / Attributes: Required by the incumbent to successfully perform the position's key responsibilities.		
1.	Demonstrated successful experience in artist management and agency administration in an arts or event production environment.	
2.	Experience in managing project budgets, delivering to strict timelines and implementing marketing strategies.	

3.	Understanding of social media marketing techniques to gain maximum exposure for the agency.
4.	Sound written and verbal communication skills.
5.	Well-developed administrative and organisational skills and the ability to prioritise workload to ensure deadlines are met, with quality outcomes for internal and external stakeholders.
6.	High level ability and skills in the use of Microsoft Office and Salesforce software packages including word processing, CRM, spreadsheets, and databases. Ability to learn a variety of other computer software packages as required.
7.	The ability to work independently and as part of a team.
8.	A high level of entrepreneurial and creative flair. Enthusiasm and commitment to develop NICA's and NICA Represents brand, activities and profile, leading to the implementation of new initiatives and new projects.
9.	Interest and knowledge of the Australian contemporary circus and physical theatre and performing arts environment is desirable.

Further Information:

For further information please contact Emily O'Connor eoconnor@swin.edu.au