



AAC ROLES

General

- Use building Gmail accounts for all building communications
 - AAC meeting minute communications must be sent to Sawyer Yards Creative Office for review and approval before sending out
 - Do not change passwords or recovery phone numbers/ emails
- Use Sawyer Yards branding, logos and guidelines
- Submit check requests using the appropriate form with proof of purchase
 - Fill in all appropriate fields
 - Due by Wednesday morning for reimbursement that Friday
 - Reclasses will not be done after submission
- Campus Events
 - Support campus event planning needs
 - Communicate event details to tenants
 - Encourage participation
- Building Events
 - Utilize building planning template as a team to plan and execute building events
 - Distribute building collateral from Sawyer Yards for campus initiatives
- Work as a team
 - Each role should be the main point of contact for their Director in the Creative Office
 - Marketing- Laura Tracy marketing@sawveryards.com
 - Exhibitions- Alexander Squier exhibitions@sawveryards.com
 - Secretary- Liz Lopez liz@sawveryards.com

Marketing Liaison Role

- Work closely with the Marketing Director on all topics regarding building or campus marketing efforts.
 - Gather marketing feedback from building tenants and share with the Marketing Director or submit as an agenda item to be discussed at

- monthly AAC meeting
 - Provide support and feedback as needed on specific marketing ideas and strategies
- Manage Building Instagram Account
 - Required
 - Reshare tenant posts as stories
 - Post Sawyer Yards provided content for campus events
 - Reshare Sawyer yards account content when tagged
 - Engage with audience
 - Follow new building tenants
 - Accept collaborative posts from Sawyer Yards account
 - Do not change password or account email
 - Reference Social Media Guidelines document for further support
 - Optional
 - Develop custom content
 - Plan collaborative reels/ posts with tenants
- Develop and execute ideas to bring new audiences to the building
 - Ideas
 - Paid advertising using building funds
 - Local and regional publications
 - Paid Instagram boosts
 - Out of pocket with reimbursement via check request
 - Paid Facebook event page boosts for exhibition receptions coordinated and managed by the Marketing Director
 - Recommend boosting no later than 2-3 weeks out
 - Expenses hit exhibition fund
 - Artist features
- Support exhibition and event marketing needs
- Maintain building signage and collateral placements
 - Propose any signage ideas to the Marketing Director for approval before hanging
 - Must use campus logos and branding standards
 - Anything without prior approval will be removed
- Meet with the Marketing Director as needed for collaboration and support

Exhibitions Liaison Role

- Work closely with the Exhibitions Director on all exhibitions
- Exhibitions- Building or Solo Shows
 - Develop and propose building specific exhibitions
 - Finalize exhibition calendars

- Manage calls for entry
- Collect submission fees via Submittable
- Oversee
 - Hire a juror or curator for each approved prospectus/ call for entry
 - Communicate with artists on artwork drop-off and pickup dates and procedures
 - Confirm dropped-off artwork meets guidelines and are true to digital entry
 - Determine placement of artwork
 - Manage installation and de-installation
 - Schedule patch and paint post-show through the Exhibitions Director
 - Creation and placement of labels
 - Label costs come out of the exhibition fund
 - Organize receptions needs
 - Food and drink procurement
 - Hire of bartender and security as needed
 - Manage clean up

Secretary Liaison Role

- Work closely with the Events Director on all building-related needs and communications
- Act as admin and moderator on building Facebook group if applicable
- Building Meetings
 - Schedule
 - Communicate reminders
 - Keep meeting minutes
- Send all building-wide communications via the building gmail account
 - Send building communications to the Events Director for review before sending
- Request Submittable forms for building event participation and exhibition needs
 - Track income and expenditures for each initiative
- Track building funds via Google Sheet
 - Updated monthly before AAC meeting
 - Share check request form with tenants as needed
- Meet with Events Director as needed for building-related support