

## **Position Description for MAA VP of Shows / Exhibits**

**VP of Shows / Exhibits is the oversight of all MAA exhibits. Duties include:**

- Strategic plan for exhibitions (e.g., new opportunities, how many, where, purpose, number of pieces and artists)
- Maintenance of standards for exhibitions
  - Prospectus
  - Newsletter Articles
  - Social Media Announcements
  - Image Library
  - Publicity / Community Outreach input
  - Art Check-in
  - Show Hanging
  - Art Labels
  - Show List Print-outs
  - Show Closure
  - Exhibit Reception
  - Input into EntryThingy or Wild Apricot
- Oversight and support to Show Managers
- Develop concept for measuring value–return on investment. It might be % of sales, number of registrations, estimated visitors. This will likely vary across exhibits; the purpose is to have criteria for adding or deleting an exhibit in the future
- Report to Board – Recommendations / Status

**Show Manager is the hands-on execution of a specific show. Duties include:**

- Coordinate with site manager
- Develop theme, other parameters for show (e.g., Large Art, Small Art, theme)
- Develop prospectus for the show, enter into online Registration (Wild Apricot)
- Provide all inputs for social media, including newsletter, images, data – give to Social Media manager
- Coordinate reception with Hospitality Chair
- Provide images, information to Publicity Chair
- Monitor Registration site during open registration; manage change requests
- Be on-site for Art Check-in (or have substitute)
- Prepare Artists List and Art Labels
- Be on-site for Exhibit Opening, Reception
- Be on-site for Art Check-out (or have substitute)
- Provide final data (with input from Treasurer and site manager) to the VP Shows