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Position title	Principal Content Strategist and Head of Digital
National Gallery level	Executive Level 2
Position number	2216
Employment type	Full time
Department	Content and Digital
Portfolio	Marketing, Communications and Visitor Experience
Immediate supervisor	Assistant Director, Marketing, Communications and Visitor Experience
Direct reports	Digital Platforms Manager (EL1) Digital Imaging Manager (EL1) Senior Content Officer (NGA6)
Position location	National Gallery, Parkes, Kamberri/Canberra
Requirements	Australian Citizenship Police Check Relevant qualifications in communications, marketing/media or digital engagement field (or equivalent experience) essential.

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## **ABOUT THE GALLERY – ABOUT OUR TEAM**

The National Gallery is one of Australia’s leading visual arts institutions. The National Gallery is based in Canberra and is a vital part of the Australian cultural landscape. Our Purpose is to collect, preserve, promote and share the national collection of art. The Vision of the National Gallery is to be the international reference point for art in Australia, inspiring all people to explore, experience and learn. Our Values include boldness, integrity, respect and excellence.

## **WORKING AT THE GALLERY**

When you work at the National Gallery you will be exposed to some of the world’s leading Australian and international art and artists. We are located in the National triangle on the waterfront and your lunchtimes can be spent in our beautiful sculpture garden or around Lake Burley Griffin.

We support flexible working practices, including working from home, and you will have access to low-cost, onsite car parking.

The National Gallery is committed to the health, safety and wellbeing of our people and we expect our people to share this commitment and work safely at all times.

We value the contribution that a diverse workforce brings and encourage people from a diverse background to apply. This might include identifying as First Nations peoples, people with a disability, culturally and linguistically diverse people and LGBTQIA+ people.

**Position description – Principal Content Strategist and Head of Digital (PN 2216)**

## **OVERVIEW OF THE ROLE**

The National Gallery is seeking an experienced leader and specialist in content strategy, communications and digital engagement to drive its ambitious vision, innovative approach to content and focus on national engagement. This role is pivotal in deepening the Gallery's engagement with audiences, growing its community of supporters, and attracting and building strategic content partnerships.

Joining the Marketing, Communications and Visitor Experience Portfolio, you will develop and lead a Gallery-wide, content and digital strategy, ensuring the amplification, impact and reach of the National Gallery's collection, program and agenda.

Leading the Content and Digital team of over ten staff, you oversee digital platforms, engagement and content creation, ensuring that the Gallery's content and online presence is distinctive, purposeful and contemporary. The department is responsible for managing the National Gallery website and platforms, the imaging studio and digital asset management system and content production and distribution including videography, photography, editorial and content partnerships.

The role is also responsible for the development and maintenance of content and technology for the Gallery's website and supporting platforms, working in collaboration with IT and external vendors. The role has oversight of key projects, procurement and contract management ensuring Gallery policies and processes are followed and quality outcomes are delivered.

As a senior leader you will contribute your creativity and expertise to practices, policies and processes that will positively shape the future of the National Gallery.

An order of merit may be established from this selection process and may be used to fill future identical vacancies over the next 12 months. Selection may be based on application and referee reports only. If you do not wish to be added to an order of merit, please notify us in your application.

The role of Principal Content Strategist and Head of Digital is an ongoing full-time role reporting to the Assistant Director, Marketing, Communications and Visitor Experience.

## **OUR IDEAL CANDIDATE**

To be successful in this role you will have demonstrated leadership experience in the arts and cultural sector and specialist expertise and skills in content strategy, digital engagement and communications.

Our ideal candidate is a skilled leader who is resilient operating in a creative, dynamic and fast-paced work environment. You are able to deliver under pressure, manage competing priorities and respond quickly and flexibly to change. You will exemplify the National Gallery's values and engender a culture of achievement, collaboration and agility.

You are an effective communicator with proven leadership ability to develop and communicate big-picture vision and strategy, and deliver results through practical, disciplined execution. Your written skills are impeccable, and you use your demonstrated creativity, collaboration, communication and interpersonal skills to influence and drive results.

You are adept in developing and stewarding content partnerships and digital projects, ensuring their alignment to organisational objectives, with proven skills in negotiation, project and contract management, presentation and reporting.

Our ideal candidate is skilled in articulating and translating high level vision and strategy into content and digital initiatives and programs of work that support and enhance audience experience and connection with the Gallery. You have wide-ranging experience working with partners and creatives including artists, First Nations peoples, media and digital agencies, writers and content producers. You are self-aware, encouraging and respectful of the diversity of ideas and perspectives that defines the National Gallery's workforce and engagement with the wider community.

Strong and effective project and stakeholder management skills and the ability to lead and direct both internal and external people and resources, including the ability to manage multiple projects on various levels with different and converging timelines, is critical.

### **THE KEY DUTIES OF THE POSITION - WHAT WILL YOU DO?**

In accordance with the APS EL2 work level standards, you will:

- Develop and lead the implementation of the National Gallery's content and digital strategy; working proactively to optimise and broaden the National Gallery's reach, impact and profile across Australia and internationally.
- Provide high-level leadership in the development, management and operation of the Content and Digital function, including team performance and culture, ensuring positive alignment with the National Gallery's objectives and financial imperatives. Ensure effective management of projects, procurement and contracts, negotiating highly complex issues where required.
- Proactively develop and manage strategic relationships and partnerships, keeping abreast of relevant trends and activities, delivering on stakeholder expectations and identifying opportunities to advance the Gallery's content and digital strategy.
- Lead the team in planning and managing projects and programs of work across digital platforms, content, digital imaging and digital asset management. This encompasses the National Gallery website, digital asset management system, audio tour platform, films, photography and videography, podcasting, learning initiatives and a wide range of deliverables for the national collection, exhibitions, programs, marketing and brand.
- Take a key role in the stewardship of strategic relationships and delivery of high profile projects including *The Annual* publication and the American Friends of the National Gallery of Australia.
- Work collaboratively across the Gallery and externally to build and sustain engaging relationships with artists, creatives and partners to elevate and amplify content and digital outcomes. Ensure effective collaboration with different work areas in the creation of strategy, content production and digital engagement including Curatorial, Learning, Programs, Marketing and Communications.
- Lead and manage change, analyse performance and take responsibility for continuous improvement processes with a view to providing high quality digital engagement, best in class user experience and brand-aligned innovation.
- Oversee the preparation of reports, briefs, and correspondence for presentation to Senior Management, the National Gallery Council, committees, or other entities and provide information in a timely manner.

### **WHO ARE WE LOOKING FOR?**

We are seeking candidates who are outcomes driven, accountable and have significant relevant experience in content, digital engagement and communications. To be successful in this role you will need to demonstrate, or have the potential to develop, the following:

Personal credibility as a skilled leader who is able to **align your work with the strategic priorities** of the National Gallery, inspiring a sense of purpose and direction in your team.

Experience in managing your own and your team's workload to **achieve results**, often working with tight timeframes and competing priorities.

The ability to **communicate with influence**, including negotiating persuasively, understanding and adapting to the audience, and building strong relationships between audiences, partners and other stakeholders.

A versatile, flexible and creative approach to **cultivating productive working relationships** with a diverse range of stakeholders, including artists, private donors and the public.

The ability to **act with integrity** at all times, showing judgement and professionalism in all that you do.

## HOW TO APPLY

You should provide a tailored CV (**maximum of three pages**) along with a statement of no more than **two pages** that outlines your skills, capabilities and experience, against the 'Our ideal candidate' information above.

In your statement response you should keep in mind the capabilities and behaviours required to be successful for this role, as identified in the 'Who are we looking for?' section.

Try not to duplicate information that can be found in your CV but do highlight any specific examples or achievements that demonstrate your ability to perform the role.

As part of your application process, we ask that you also complete the personal particulars form as well.

To apply for this role please forward your application to [recruitment@nga.gov.au](mailto:recruitment@nga.gov.au).

## ELIGIBILITY

To be eligible for employment with the Gallery, you **must**:

- be an **Australian citizen**
- complete a **police check**.
- Hold relevant qualifications in the communications, marketing or digital engagement field or equivalent experience

## Work, Health & Safety Obligations

The National Gallery is committed to the health, safety and wellbeing of our people and we expect our people to share this commitment and work safely at all times.

This role is required to ensure that they meet duty of care obligations as required under WHS legislation. This is achieved by:

- being accountable and taking ownership of health and safety matters within their control or ability to promote a culture of health and safety within the National Gallery
- working with colleagues to enhance health and safety and ensure that it becomes a part of everyday National Gallery business.
- completing health and safety reporting in an accurate and timely manner.

## CONTACT

Further information about the position may be obtained by contacting Susie Barr, Assistant Director, Marketing, Communications and Visitor Experience on +61 2 6240 6472 or [susie.barr@nga.gov.au](mailto:susie.barr@nga.gov.au).