



Head of Communications
Executive Level 2
Position Number 2410
Full-time Ongoing

THE POSITION

The National Gallery is seeking an experienced leader and specialist in communications and public affairs with a strong track record of delivering outcomes to join the Marketing and Visitor Experience portfolio. Leading the Communications team, this role is pivotal in developing and shaping the organisation-wide external communications strategy and ensuring the balance of proactive positive media for exhibition publicity, issues management and hands-on reactive crisis management.

In this role you will lead the Communication department in creating dynamic and effective PR campaigns for National Gallery exhibitions and programs, as well as wider initiatives and projects, and to protect and enhance the Gallery's brand and reputation in the media. The department develops and delivers the Gallery's communications strategy, managing the reputation of its spokespeople and delivering against strategic priorities including reaching broad and diverse audiences, attracting new partners and supporters and leading a contemporary cultural agenda.

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.

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' and 'Who we are looking for' 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 we are looking for?' section.

Further, 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.

To apply for this role please forward your application to recruitment@nga.gov.au.

CONTACT

Further information about the position may be obtained by contacting Susie Barr on +61 6240 6472 susie.barr@nga.gov.au. The Recruitment team may also be contacted on +61 6240 6495.

CLOSING DATE

Applications **close at midnight on Sunday, 12 June 2022** and should be emailed to recruitment@nga.gov.au.

Position title	Head of Communications
Position number	2410
National Gallery level	Executive Level 2
Department	Communications and Content
Portfolio	Marketing, Communications and Visitor Experience
Employment type	Full-time Ongoing
Immediate supervisor	Assistant Director Marketing, Communications and Visitor Experience
Direct reports	Communications Manager, EL 1 Communications Officer, NGA 4
Position location	National Gallery, Parkes, Kamberri/Canberra
Requirements	Australian Citizenship (waived only in exceptional circumstances) National criminal history check Pre-employment medical Probation Relevant qualifications in the communications field or equivalent experience is essential.

ABOUT THE GALLERY

The National Gallery is one of Australia's leading visual arts institutions. The 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 inspire creativity, inclusivity, engagement and learning through artists and art. Our Mission is to lead a progressive national cultural agenda by championing art and its value in our lives. Our Values include excellence, creativity, courage, respect, and accountability.

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 parliamentary 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 encouraged 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.

OVERVIEW OF THE ROLE

The National Gallery is seeking an experienced leader and specialist in communications and public affairs with a strong track record of delivering outcomes to join the Marketing and Visitor Experience portfolio. Leading the

Communications team, this role is pivotal in developing and shaping the organisation-wide external communications strategy and ensuring the balance of proactive positive media for exhibition publicity, issues management and hands-on reactive crisis management.

In this role you will lead the Communication department in creating dynamic and effective PR campaigns for National Gallery exhibitions and programs, as well as wider initiatives and projects, and to protect and enhance the Gallery's brand and reputation in the media. The department develops and delivers the Gallery's communications strategy, managing the reputation of its spokespeople and delivering against strategic priorities including reaching broad and diverse audiences, attracting new partners and supporters and leading a contemporary cultural agenda.

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.

OUR IDEAL CANDIDATE

To be successful in this role you will have a passion for art and culture and have significant expertise and experience in the development and delivery public relations and communication strategies. You will be a skilled leader who is resilient operating in a creative, dynamic and fast-paced work environment. You will exemplify the National Gallery's values and engender a culture of achievement, collaboration and agility. You are self-aware, encouraging and respectful of the diversity of ideas and perspectives that defines the National Gallery's workforce.

You are able to deliver under pressure, manage competing priorities and respond quickly and flexibly to change. You will ensure that the National Gallery's communication is clear and consistent with a strategic focus on our diverse stakeholders, both internal and external. Your strong communications experience means you are skilled at managing and shaping perceptions through messaging. Your written skills are impeccable, and you use your demonstrated creativity, collaboration, communication and interpersonal skills to influence and drive results.

WHAT WILL YOU DO

In accordance with the EL2 Work Level Standards you will:

- Provide high-level leadership in the development, management and operation of the Communications and Public Affairs function ensuring alignment with the National Gallery's objectives and financial imperatives.
- Work proactively to develop and implement innovative strategies that optimise and broaden the National Gallery's profile and brand throughout Australia and internationally.
- Lead the Communications team in developing and executing the communications strategy; ensuring the balance of proactive positive media across a wide range of the Gallery's operational areas including exhibitions, acquisitions, conservation, publishing, education, corporate partnerships and private giving, and ensuring the continued development and growth of the National Gallery's brand, profile and positive reputation.
- Provide high-level advice and support to the Assistant Director and Director in the development and delivery of issues management and crisis communications strategies.
- Work closely with the Directorate, Governance team and external PR consultants to manage corporate issues relating to the Gallery, including responsibility for media liaison, briefing and advising spokespeople, briefing internal staff, and acting as a spokesperson for the media when necessary.
- Build and maintain excellent relationships with journalists and media contacts, tourism and government partners, working collaboratively and effectively to ensure the National Gallery's positive reputation.

- Oversee the Gallery’s program of media events, including both proactive and responsive activities, such as media previews for exhibitions, media famils and media attendance at Gallery events.
- Develop internal communication strategies that build staff connection to our purpose, mission and values and key business projects. Provide communications advice and support to teams and stakeholders across the Gallery.

WHO WE ARE LOOKING FOR

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

1. 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.
2. Experience in managing your own and your team’s workload to **achieve results**, often working with tight timeframes and competing priorities.
3. 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.
4. A versatile, flexible and creative approach to **cultivating productive working relationships** with a diverse range of stakeholders, including artists, private donors and the public.
5. 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’ and ‘Who we are looking for’ 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 we are looking for?’ section.

Further, 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.

To apply for this role please forward your application to recruitment@nga.gov.au.

Qualifications, Certifications and Registrations

- Relevant qualifications in the communications field or equivalent experience is essential.

Contact

Further information about the position may be obtained by contacting Susie Barr on +61 6240 6472 or Susie.barr@nga.gov.au. The Recruitment Officer may also be contacted on +61 6240 6495.

Note: In line with National Gallery recruitment practices, you must hold Australian Citizenship and satisfy a police check. The requirement to hold Australian Citizenship may be waived under exceptional circumstances.