



Position title	Digital Platforms Manager
Position number	7330
National Gallery level	Executive Level 1
Employment type	Ongoing – Full-time
Department	Content and Digital
Portfolio	Marketing, Communications and Visitor Experience
Immediate supervisor	Principal Content Strategist / Head of Digital
Direct reports	Senior Officer, Digital Asset Management Senior Creative Producer Digital Content Producer
Position location	National Gallery, Parkes, Kamberri/Canberra
Requirements	Australian Citizenship Police Check

## **ABOUT THE GALLERY**

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 are 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 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 digital and content professional to manage its digital platforms and products, including its website, subdomains and in gallery digital experiences.

Together with the Principal Content Strategist / Head of Digital, you will positively shape the National Gallery's online user experience, contributing to audience growth and improved engagement.

As part of the Marketing, Communications and Visitor Experience portfolio, you will manage a small team responsible for developing and maintaining content and technology for the Gallery's website, online collection, audio guide platform, digital asset management system, and other digital projects which deepen engagement with audiences, on site and across the country.

The Digital Platforms Manager oversees the development of new digital products and the optimisation of existing digital platforms and content to help achieve the National Gallery's creative and business goals spanning the national collection, art across Australia, exhibitions, programs, membership, and visitor experience.

You will research and identify user needs through effective use of digital analytics and user research tools and keep abreast of wider trends and opportunities.

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 Digital Platforms Manager is an ongoing full-time role reporting to the Principal Content Strategist / Head of Digital.

## **OUR IDEAL CANDIDATE**

Our ideal candidate is a creative problem solver who can bring together a sound understanding of audience, business strategy and technology to deliver great digital outcomes. You have significant experience developing digital content, managing websites and platforms and leading small high-performing teams. Experience in the arts and cultural sector is highly desirable.

You have demonstrated experience in digital, content and CMS (content management system), with the ability to quickly grasp the Gallery's technology, drive innovation, implement maintenance programs, and deliver new features and products.

You have a proven track record producing audience-centred, brand aligned, and data informed accessible content, delivering at pace and in a culture of continuous improvement. Excellent organisational and project management skills, with demonstrated leadership experience managing the development of digital products and platforms is essential.

To be successful in this role you will have outstanding communication, presentation and writing skills. A clear writing style and knowledge of content design principles, techniques and practices, including UX, IA and accessibility is essential.

Strong stakeholder management is critical for you to work effectively across the organisation as well as collaborating externally with creative agencies on projects, platform maintenance and development.

Our ideal candidate has demonstrated experience in procurement, budget management, resource allocation and project evaluation.

You are an experienced people manager who fosters a positive and supportive team culture, creating new and better ways for the organisation to be successful.

## WHAT WILL YOU DO

In accordance with the APS Executive Level 1 work level standards, you will:

- Manage the development of the National Gallery's digital platforms and products, including the website, online collection, audio guide and extended labels platform, with an audience-focused approach and sound understanding of the Gallery's objectives, strategy and program.
- Lead a small team to scope and implement digital requirements for ongoing maintenance and development of the website and online collection as well as specific digital projects; this includes project management of design, testing and delivery to meet deadlines and budgets.
- Provide strategic advice and technical expertise related to the maintenance and development of the National Gallery's digital platforms and products.
- Manage content production and publishing for the National Gallery website, ensuring clear, engaging, and inclusive language and adherence to design standards. Provide support and engage in positive collaboration with internal teams across the Gallery.
- Use website analytics and user research to inform and implement evidence-based recommendations for improvements to content and platform development.
- Manage collaborator and vendor relationships, including contract management, briefing documentation, reviews, quality control and deliverables.
- Effectively translate and communicate key digital metrics, providing insights into performance and audience engagement, including reporting to the Gallery's Leadership Team.

## WHO ARE WE LOOKING FOR

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

- The ability to **inspire a sense of purpose and direction** using your effective communication and stakeholder management skills to engage key stakeholders with clarity and positive outcomes.
- Versatility, flexibility and creativity in **aligning your work with the strategic priorities** of the Gallery.
- The ability to take responsibility to prioritise your work effectively in order to **achieve results**, often working with competing priorities and needing to work to deadlines while maintaining accuracy.
- The ability to **communicate with influence**, including negotiating persuasively, understanding and adapting to the audience, and building strong relationships.
- A versatile, flexible and creative approach to **cultivating productive working relationships** with a diverse range of stakeholders.
- The ability to **act with integrity**, showing accountability, judgement and professionalism.

## 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 'Overview of the role' and 'Our ideal candidate' information above.

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](#).

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 platforms fields 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 Marika Lucas-Edwards, Principal Content Strategist / Head of Digital on +61 2 6240 6548 or [Marika.Lucas-Edwards@nga.gov.au](mailto:Marika.Lucas-Edwards@nga.gov.au).