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| Position title         | Communications Manager                           |
| National Gallery level | NGA Level EL1                                    |
| Position number        | Position No. 2312                                |
| Employment type        | Ongoing - Full-time                              |
| Department             | Communications                                   |
| Portfolio              | Marketing, Communications and Visitor Experience |
| Immediate supervisor   | Head of Communications                           |
| Direct reports         | Communications Officer – NGA5 (2321)             |
| Position location      | National Gallery, Parkes, Kamberri/Canberra      |
| Requirements           | Australian Citizenship<br>Police Check           |

### **ABOUT THE GALLERY**

The National Gallery (the 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 Gallery is to be the international reference point for art in Australia, inspiring all people to explore, experience and learn. Our Values include excellence, creativity, courage, respect, and accountability.

### **WORKING AT THE GALLERY**

When you work at the 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 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.

## OVERVIEW OF THE ROLE

The National Gallery (the Gallery) is seeking an experienced communications professional to join the Marketing, Communications and Visitor Experience portfolio. In this role you will create dynamic and effective PR campaigns for National Gallery exhibitions and programs across local, national and international channels. You will get to work on an exciting range of communications projects across the Gallery and beyond. No one day will be the same, and there will always be something new and different happening to challenge you.

This is a great opportunity to build your career in arts public relations, publicity, communications and media management. As the Gallery's Communications manager, you will be the primary liaison point between the Gallery and external media outlets. You will also lead the development of communications, public relations and media strategies, organising media launches, pitching stories to the media, tracking and analysing campaign coverage, managing the online media portal, and writing and pitching media releases or stories.

Your leadership skills will be highly valued, and you'll have an opportunity to lead a small team to deliver excellent outcomes for the Gallery. You will join a high-performing team of communications and marketing professionals ready to support the next stage of your career. This is a fast-paced exciting role, and you will play an important part in the Gallery's success.

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.

This position reports to the Head of Communications and you will be responsible for managing one other staff member. This position of Communications Manager is an ongoing full-time role.

## OUR IDEAL CANDIDATE

1. **Professional experience:** Our ideal candidate has extensive experience in arts publicity, media management, digital/social media, or communications and media strategy or related field. Current experience working with local, national or international media, in particular arts media will be highly regarded. Your written communication and presentation skills are outstanding. You are a strategic and creative communicator, skilled at crafting compelling narratives tailored to specific audiences. With demonstrated experience and ability, our ideal candidate can work strategically and tactically with a flexible and audience-focused approach.
2. **Leadership:** You are an experienced manager of high-performing communications, public relations and media teams. You use your excellent management and people skills to gain the support of your colleagues and stakeholders to deliver and drive projects to deliver results. You can work independently but know when to manage upwards and marshal resources to help achieve your objectives. Ability to contribute to the broader the Gallery leadership team.
3. **Demonstrated ability to build and maintain productive working relationships** including a range of internal and external stakeholders, senior executives, members of the media and arts community, colleagues and members of the public.
4. **Achieves results:** Demonstrated ability to deliver successful outcomes on time and on budget to the highest standard supported by strong influencing skills and a resilient, innovative, resourceful and pragmatic approach to communications. You will achieve results by drawing on your excellent organisational skills.
5. **Integrity and values:** Operates with high levels of personal integrity and willingness to embrace the Gallery's values of Boldness, Integrity, Respect and Excellence.

## WHAT WILL YOU DO?

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

1. Lead a small team to deliver a range of high-quality communication, media and public relations campaigns and projects with the aim of promoting the Gallery, its exhibitions and programs.

**Position description – NGA Communications Manager (PN 2312)**

2. Develop and implement a range of effective communication, media and public relation strategies in consultation with key stakeholders.
3. As the Gallery's media manager, be the first point of contact between the Gallery and media outlets, ensuring a balance between proactive and positive media coverage, along with securing the front foot with reactive/crisis management.
4. You will be responsible for managing the Gallery's media inbox, media monitoring and the development of media management strategies that proactively engage the media while managing reputational risk. You will also be responsible for developing media assets including media releases, media kits and online media portal.
5. As Communications Manager you will play an important role in supporting communications throughout a crisis or business continuity event.
6. You will lead events management for the Communications Team, including organising media events and previews of the Gallery exhibitions and programs.
7. Manage budgets, procurement, reporting, record-keeping and other administrative activities.

### WHO ARE WE LOOKING FOR?

To be successful in this role you will need to demonstrate, or have the ability to develop the following,

You will:

1. 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.
2. Versatility, flexibility and creativity in **aligning your work with the strategic priorities** of the Gallery.
3. 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.
4. The ability to **communicate with influence**, including negotiating persuasively, understanding and adapting to the audience, and building strong relationships.
5. A versatile, flexible and creative approach to **cultivating productive working relationships** with a diverse range of stakeholders.
6. 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 '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:

**Citizenship** - To be eligible for employment with the Gallery, you must be an Australian citizen.

**Police Check** - To be eligible for this role you must complete a police check.

## **ADDITIONAL INFORMATION - Qualifications, Certifications and Registrations**

Role specific mandatory qualifications certification and/or registrations include:

- Tertiary qualifications in communications, marketing, journalism, public relations or other qualifications relevant to the position are essential.

## **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 Gallery
- working with colleagues to enhance health and safety and ensure that it becomes a part of everyday Gallery business.
- completing health and safety reporting in an accurate and timely manner.

## **Contact**

Further information about the position may be obtained by contacting Fiona McQueenie on +61 2 6240 6786 or [Fiona.Mcqueenie@nga.gov.au](mailto:Fiona.Mcqueenie@nga.gov.au).