



Position title	Senior Membership Officer
National Gallery level	NGA Level 6
Position number	Position No. 2404
Employment type	Ongoing – Full-time
Department	Visitor Experience
Portfolio	Marketing, Communication and Visitor Experience
Immediate supervisor	Visitor Experience and Membership Manager
Direct reports	Membership Programs Officer 3 x Members' Lounge Host Membership Administrative Officer
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 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 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.

OVERVIEW OF THE ROLE

The National Gallery is seeking a dynamic and experienced membership professional with a strong track record in audience engagement, customer service and programming to join the Marketing, Communications and Visitor Experience portfolio.

In this role you will coordinate the National Gallery membership program including effective processes for membership sales and renewals, growth and retention initiatives, development and delivery of the member event program and membership communications.

The Membership team delivers the Gallery's membership program and services the membership base of over 10,000 members. The aim of the program is to provide incredible opportunities that encourage diverse audiences to foster a stronger connection with the Gallery, and to continuously enrich the experience of current members through programs and content shared on site, online and on tour.

This role is responsible for ensuring membership administration, communication and event delivery is of a high standard and carried out in line with organisational procedures. Together with the Visitor Experience and Membership Manager, you will drive positive change through the use of innovative practices and implementation of quality improvement processes.

The Marketing, Communications and Visitor Experience portfolio works to attract and engage diverse audiences, grow earned revenue to support the Gallery's work, position the brand, and create inspiring and memorable experiences for everyone who visits.

This position is part of the Visitor Experience department and is an ongoing full-time position. Some out of hours work is required to deliver member events.

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.

OUR IDEAL CANDIDATE

Our ideal candidate loves working with people and working towards team goals and targets. Your enthusiasm is backed experience working with membership programs and driving key engagement performance metrics, particularly in an art or museum environment.

To be successful in this role you will likely have a background in membership or loyalty programs. You will be skilled in front of house operations, problem solving and issues management relating to the member experience. You will have the ability to anticipate and establish priorities, identify and evaluate risk, monitor progress and ensure the successful delivery of outcomes.

You will have experience driving membership sign-up and sales, backed by a continuous-improvement focused approach. Sound analytical and judgement capabilities are essential, and you will use them to contribute to the strategic direction of the team.

Through your prior experience, you are familiar with working to fixed budgets, while driving maximum impact. Experience working with a Customer Relationship Management (CRM) system is highly advantageous.

As someone with strong communication skills, you see value in building strong and positive relationships with internal and external stakeholders. You work collaboratively with your team, peers and senior leadership to deliver win-win outcomes.

Your organisational skills and ability to multi-task will ensure you can operate effectively in a busy and dynamic environment.

WHAT WILL YOU DO?

In accordance with the APS 6 work level standards, you will:

1. Drive the coordination of membership acquisition, retention and engagement initiatives.

2. With support from the Membership Programs Officer ensure effective development, delivery and evaluation of the membership event program including on site, digital and off-site offerings.
3. Coordinate the Gallery's program of membership communications encompassing the full spectrum of engagement along the membership journey from sign up to renewal, to ongoing engagement and appreciation, including liaison with marketing and external suppliers.
4. Contribute to the development and implementation of the National Gallery's membership strategy including monitoring and reporting on the impact and quality of membership program activities.
5. Provide day to day management of the Gallery's membership office, ensuring efficient administration, high quality service and adherence with business systems and processes. This includes issue resolution and problem solving when needed.
6. Foster strong relationships across the organisation to identify opportunities to enrich the membership offering and work with internal and external stakeholders in relation to planning and logistics for member events.

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. **Commit to achieving** high quality outcomes for the Gallery and our members.
2. **Actively listen** to differing views and ideas to develop a clear understanding of challenges, with a focus on finding win-win outcomes to those challenges.
3. Consider your audience and **be able to adapt your communication** style accordingly.
4. Undertake performance analysis and **harness opportunities** from the lessons learned.
5. Remain calm when under pressure and **treat all people with respect**.
6. **Establish clear plans and timeframes** to ensure tasks and projects are completed on time and within budget.

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.

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.

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 Alex Reinhold on +61 2 6240 6504 or alexandra.reinhold@nga.gov.au.