



Position title	Senior Communications & Content Officer Touring
National Gallery level	NGA level 6
Position number	Position No. 2313
Employment type	Non-ongoing – Full-time - 12-month Contract
Department	Communications
Portfolio	Marketing, Communications and Visitor Experience
Immediate supervisor	Communications Manager
Direct reports	N/A
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 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 communications and marketing specialist to support its ambitious vision and focus on national engagement, including raising the profile of its Touring Exhibitions program and regional initiatives.

This new position reports to the Communications Manager and works closely with the Manager of our Touring Exhibitions. The Senior Communications & Content Officer Touring is responsible for implementing communications, content and marketing activity for the National Gallery's Touring Exhibitions, leveraging promotional opportunities, and closely supporting touring venues to promote exhibitions, increase visitation and enhance local engagement with touring content.

You will develop and maintain positive media relationships across the country including managing media and content partnerships as relevant to the Touring Exhibitions program.

OUR IDEAL CANDIDATE

Our ideal candidate is a senior marketing and/or communications specialist with experience developing and implementing public relations, marketing campaigns and innovative audience engagement strategies. You are results-focused, with the ability to work independently as well as being a strong collaborator.

You are a creative thinker with a high level of written and verbal communication skills. You are skilled in stakeholder management with experience in nurturing relationships across a range of internal and external stakeholders.

Your highly developed organisational skills, ability to prioritise and excellent attention to detail will enable you to see projects from concept to completion and will ensure you can operate efficiently and with integrity in a high tempo environment, while giving others a sense of purpose and direction in promoting the National Gallery's Touring Exhibitions programs and associated events.

WHAT WILL YOU DO

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

1. Develop and implement communications and marketing plans that achieve the National Gallery's objective of raising the profile of its Touring Exhibitions and regional initiatives including publicity, advertising, print and online content development
2. In collaboration with the Touring Exhibitions department, actively promote National Gallery Touring Exhibitions, including building enduring relationships with touring venues and rural and regional media across Australia
3. Actively support venue partners to secure and manage media opportunities including exhibition launches, interviews, management of key talent
4. Implement promotional opportunities and media partnerships, working closely with touring venues to promote exhibitions, increase visitation and enhance local engagement with touring content
5. Ensure the consistent application of the National Gallery's brand across all touring exhibition campaigns with responsibility for reviewing and approving all marketing and communications assets.
6. Undertake administrative duties including managing budgets and preparing reports for senior management and funding partners including analysis of communications and marketing activities and their impact.

WHO ARE WE LOOKING FOR

The role requires a communications and marketing specialist. To be successful in this role you will need to demonstrate, or have the ability to develop the following:

1. Versatility, flexibility and creativity in **aligning your work with the strategic priorities** of the National Gallery.
2. The ability to **communicate with influence**, including listening actively and presenting messages in a clear, concise and articulate manner.
3. **Effective stakeholder engagement skills** that enable you to build mutually beneficial relationships that will raise the National Gallery's touring and regional exhibition profile.
4. The ability to **act with integrity**, showing sound judgement and professionalism in all that you do.
5. The ability to manage your workload to **achieve results** seeing projects through to completion while working with competing priorities.

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.

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

- Australian Citizenship
- Police check
- Relevant qualifications in the communications and content field or equivalent experience is desirable.

Contact

Further information about the position may be obtained by contacting Marika Lucas-Edwards on +61 2 6240 6548 or Marika.Lucas-Edwards@nga.gov.au.

The Recruitment Officer may also be contacted on +61 2 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.