



Position title	Visitor Experience and Membership Manager
National Gallery level	NGA Executive Level 1
Position number	Position No. 6001
Employment type	Ongoing – Full-time
Department	Visitor Experience
Portfolio	Marketing, Communications and Visitor Experience
Immediate supervisor	Head of Visitor Experience
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 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 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 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 an experienced manager with a strong track record in visitor experience and audience engagement to join the Marketing, Communications and Visitor Experience portfolio.

The Visitor Experience and Membership Manager is responsible for the effective management of visitor experience and membership functions at the National Gallery.

The Visitor Experience (VE) Team welcomes visitors and provides world class customer service to domestic and international visitors. The Membership team delivers the Gallery's membership program and services with a 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.

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.

In managing the team, you will have the opportunity to apply your expertise and experience delivering quality visitor and member experience that enhances the reputation of the National Gallery.

Together with the Head of Visitor Experience you will drive positive change through the use of innovative practices and implementation of quality improvement processes. This change will ensure a positive visitor experience that is conducive to repeat visitation, improved engagement and membership conversion.

This position is part of the Marketing, Communications and Visitor Experience portfolio and is an ongoing full-time position.

SKILLS AND CAPABILITY - OUR IDEAL CANDIDATE

Our ideal candidate has significant experience working with the public and driving key visitor engagement performance metrics. Your enthusiasm is backed by your successful management and delivery of the highest standards of visitor experience and member engagement particularly in an art or museum environment.

To be successful in this role you will have a strong background in managing visitor experience and/or membership. You will be skilled in front of house operations, problem solving and issues management relating to the visitor 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 managing large and diverse teams and resources and have 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.

As someone with outstanding 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 highly developed organisational skills and ability to multi-task will ensure you can operate effectively in a busy and dynamic environment.

THE KEY DUTIES OF THE POSITION - WHAT WILL YOU DO?

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

- Drive the development and delivery of the National Gallery's visitor experience and member engagement.
- Manage the daily operations of the National Gallery's visitor experience and membership function including:
 - Front of House

- Membership programs and events
- Maintain staff rostering and training levels
- Department budget and expense management
- Maintaining and developing internal operational procedures and systems
- Oversee feedback and customer complaints and resolution of issues with visitors including analysis and interpretation of feedback for continuous improvement
- Lead and manage the membership team in the delivery of growth, retention and engagement initiatives.
- Apply your critical thinking and analytical skills to develop and provide strategic, timely solutions to complex problems.
- Foster strong relationships across the organisation and work with external stakeholders in relation to visitor experience planning and logistics.
- Drive a positive team culture with a focus on continuous improvement.

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:

- Have the ability to manage your and your team's workload to **achieve results**, with a focus on continuous evaluation and improvement, often working with tight timeframes and competing priorities.
- Have the ability to **act with integrity**, showing judgement and professionalism in all that you do.
- Work across a large and diverse team, seeking opportunities to **guide, mentor and develop** your team to work to their full potential.
- Provide direction to others setting work tasks that **align with the strategic priorities** of the National Gallery.
- **Communicate confidently and clearly**, both orally and in writing, with consideration of the intended audience.
- Show initiative and **commit to action**, ensuring that agreed tasks are delivered 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.

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

Qualifications, Certifications and Registrations

To be eligible for this role you **must**

- hold an Australian Citizenship, and
- satisfy a police check.

Role specific mandatory qualifications certification and/or registrations include:

- Experience and/or qualifications in Art History, Education, Visual Arts, Tourism and Marketing or related discipline will be an advantage.

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.

Contact

Further information about the position may be obtained by contacting Stefan Giammarco, Head of Visitor Experience, via email stefan.giammarco@nga.gov.au.