



---

Position title	Digital Content Producer
National Gallery level	NGA Level 6
Position number	Position No. 6030
Employment type	Ongoing - Fulltime
Department	Digital
Portfolio	Learning and Digital
Immediate supervisor	Digital Media Manager
Direct reports	N/A
Position location	National Gallery, Parkes, Kamberri/Canberra
Requirements	Australian Citizenship Police Check

---

### **ABOUT THE GALLERY – ABOUT OUR TEAM**

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**

This position reports to the Digital Media Manager and is an important part of the Digital Program. The Digital Content Producer creates videos and other digital content essential for increasing engagement across all NGA platforms, as well as through external agencies.

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 Digital Media Manager and is responsible for video content. This position of Digital Content Producer is an ongoing full-time role.

## **OUR IDEAL CANDIDATE**

Our ideal candidate will have experience working in communications, publicity, public relations and in content development. Your experience in developing digital content schedules across evolving digital channels and platforms is essential.

Your proven experience in producing audio, video, image assets, video editing software, workflows and online content systems is essential to this role.

You will also have strong communication skills, including the ability to work to a strict schedule and meet deadlines within a small team with a focus on high editorial and creative standards.

You will need an understanding of current digital standards and issues that affect the online environment within the cultural sector, including knowledge of relevant federal legislation particularly as it relates to social media and privacy matters will be desirable.

## **WHAT WILL YOU DO?**

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

1. Under limited direction, deliver video content, strategies and implementation for major exhibitions, permanent collection, public programs, NGA branding and education to achieve the Gallery's corporate and business objectives.
2. Under the guidance develop digital content for, but not limited to, social media, online media and future technological innovations and respond to competing priorities of a dynamic gallery environment.
3. Work independently to manage, strategize, commission, shoot, edit and publish digital content, liaising with all areas of the Gallery.
4. Be self-sufficient to produce, shoot, edit and get approval on content, as well as provide a schedule of creative strategy for future content in step with changing technologies and platforms.
5. Under the limited direction, provide digital content capture for high-level media launches and opening events including interviews, social media videos, events, conferences, public programs, education and implement the Communications plan.
6. Strategic management of the Gallery's digital content delivery, including developing ideas, research, liaison with all stakeholders, interviews, shooting, production, managing budgets and reporting.
7. Provide assistance with technical expertise, external production company direction and liaison, management of film crews and editing of contributed material.
8. Maintain structured archives and filing of digital content as well as raw interviews and footage, liaising with relevant internal stakeholders.
9. Manage the acquisition, storage and distribution of footage and digital content relating to works of art, exhibitions and events for use in marketing and communications.

## 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 lead and **communicate with influence**, including listening actively and clearly articulating your message in both oral and written forms, as to provide a high-quality client service.
2. Shape **strategic thinking** through understanding the National Gallery's objectives and aligning operational requirements including consideration of longer-term impacts of your own work and work area.
3. The ability to manage your and your team's workload to **achieve results** including monitoring project progress and adjusting plans as required, often working to competing priorities.
4. Effective stakeholder engagement skills to **work collaboratively** with a diverse range of stakeholders including, Gallery employees and the public.
5. The ability to **act with integrity**, showing sound 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.

## Qualifications, Certifications and Registrations

Role specific mandatory qualifications certification and/or registrations include:

- Relevant qualifications in video production or the equivalent of 8 years industry experience is essential.
- Qualification or experience in animation, photography, virtual reality (VR), production would be highly desirable.

## 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 Sam Cooper on +61 2 6240 6684 or [sam.cooper@nga.gov.au](mailto:sam.cooper@nga.gov.au).