



Position title	Digital Content Officer
National Gallery level	NGA Level 4
Position number	Position No. 6031
Employment type	Ongoing – Fulltime
Department	Content Strategy and Digital
Portfolio	Marketing, Communications and Visitor Experience
Immediate supervisor	Online Content Producer
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 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.

WHAT YOU WILL GAIN FROM THE EXPERIENCE

The National Gallery is seeking a highly skilled Digital Content Officer to assist with management and maintenance of website content and analytics, and support projects across the National Gallery's digital platforms.

Working with a range of internal and external stakeholders you will coordinate and implement updates to the content management system, support troubleshooting and provide day-to-day support to website users across the Gallery.

This role also supports the implementation of features and enhancements on the Gallery's digital platforms and maintains user training manuals. Collaborating closely with the Learning, Programs, Marketing, Curatorial and Visitor Experience departments, the Digital Content Officer provides new user training and supports the development of digital content.

An order of merit may be established from this selection process and may be used to fill future identical vacancies over the next 18 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 role is a full-time, ongoing position within the Digital and Content team, as part of the Marketing, Communications and Visitor Experience portfolio.

OUR IDEAL CANDIDATE

Our ideal candidate is someone who has practical skills and proven experience using website content management systems and coordinating content for a range of digital platforms.

You are a flexible team player with strong customer service and collaboration skills, with a positive and solutions focused mindset.

Your project coordination ability is of a high standard, and you are highly capable working with stakeholders internally and externally to realise projects.

You will be proficient in web analytics, including the ability to interpret data to make recommendations to improve the Gallery's digital platforms and content initiatives.

The candidate should be confident in providing guidance and support to web authors, analysing technical issues and proactively troubleshoot or resolving problems.

You will have proven ability to manage competing priorities, as well as excellent attention to detail.

Experience in the arts, cultural or museum sector is desirable.

WHAT WILL YOU DO?

In accordance with the APS 4 work level standards, you will:

- Utilise Content Management Systems (CMS) for web content creation, management and optimisation.
- Review, edit and publish digital content in line with the Gallery's brand and style guides, ensuring consistency, accuracy and accessibility.
- Under the supervision of the Online Content Producer, support the planning and delivery of digital projects and initiatives including liaison with internal and external stakeholders.
- Coordinate the National Gallery's website and digital analytics dashboards, providing regular reporting to inform decision making relating to user behaviour and digital content.
- Provide training and day-to-day support for National Gallery website users including maintaining user training manuals.
- Be a key point of contact for internal web users to support the development of content, troubleshoot and identify technical issues that may require escalation.

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:

- **Identify and use the resources wisely** when reviewing task performance and be able to communicate outcomes to supervisor.
- **Support the shared purpose and direction** of the Gallery by understanding and supporting the Gallery's vision, mission and corporate plan. You will communicate and follow directions provided to you by your manager.
- **Nurture internal and external stakeholder relationships** and build and sustain positive working relationships with your team and stakeholders.
- **Communicate clearly** and confidently when presenting messages in a clear, concise manner. You are able to focus on key points and uses appropriate language.
- **Take responsibility for managing your work projects to achieve results by** seeing your projects through to completion. You can work within the agreed priorities and are committed to achieving quality outcomes and while also adhering to documentation and records management procedures.
- **Value individual differences and diversity** at the Gallery. You can recognise the positive benefits that can be gained from consulting with a diverse audience.

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.

ADDITIONAL INFORMATION - Qualifications, Certifications and Registrations

Role specific qualifications certification and/or registrations include:

- Qualifications in Digital Humanities, Museum Studies, Visual Art, Communications and or Marketing are 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 Liz Hussein on +61 2 6240 6487 or liz.hussein@nga.gov.au.