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Position title	Head of Communications
National Gallery level	NGA Executive Level 2
Position number	Position No. 2410
Employment type	Ongoing – Full-time
Salary	\$117,838 - \$134,673

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**THE POSITION**

The National Gallery is seeking an experienced leader and specialist in strategic communications and public affairs with a strong track record of delivering outcomes to join the Marketing, Communications and Visitor Experience portfolio.

This role is pivotal in developing and shaping both internal and the organisation-wide external communications strategy, ensuring the balance of proactive positive media for exhibition publicity, issues management and hands-on reactive crisis management.

In this role you will lead the Communication department in creating dynamic and effective PR campaigns for National Gallery exhibitions and programs, as well as wider initiatives and projects, and ensure the reputation of the Gallery’s brand and reputation is enhanced in the media. The department develops and delivers the Gallery’s communications strategy, managing the reputation of its spokespeople and delivering against strategic priorities including reaching broad and diverse audiences, attracting new partners and supporters and leading a contemporary cultural agenda.

As a senior leader you will contribute your creativity and expertise to practices, policies and processes that will positively shape the future of the National Gallery.

This position of Head of Communications role is an ongoing full-time role with the Marketing Communications and Visitor Experience Portfolio.

**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 [admin@amandaorourke.com.au](mailto:admin@amandaorourke.com.au).

**CONTACT**

Further information about the position may be obtained by contacting Amanda O’Rourke on 0452 199 031 or [admin@amandaorourke.com.au](mailto:admin@amandaorourke.com.au).

**CLOSING DATE**

Applications **close at midnight on Wednesday, 5 October** and should be emailed to [recruitment@nga.gov.au](mailto:recruitment@nga.gov.au).



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National Gallery level	NGA Executive Level 2
Position number	Position No. 2410
Employment type	Ongoing – Full-time
Department	Communications
Portfolio	Marketing, Communications and Visitor Experience
Immediate supervisor	Assistant Director, Marketing Communications and Visitor Experience
Direct reports	N/A
Position location	National Gallery, Parkes, Kamberri/Canberra
Requirements	Australian Citizenship Police Check Relevant qualifications in the communications field or equivalent experience is essential

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## **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 leader and specialist in strategic communications and public affairs with a strong track record of delivering outcomes to join the Marketing, Communications and Visitor Experience portfolio.

This role is pivotal in developing and shaping both internal and the organisation-wide external communications strategy, ensuring the balance of proactive positive media for exhibition publicity, issues management and hands-on reactive crisis management.

In this role you will lead the Communication department in creating dynamic and effective PR campaigns for National Gallery exhibitions and programs, as well as wider initiatives and projects, and ensure the reputation of the Gallery's brand and reputation is enhanced in the media. The department develops and delivers the Gallery's communications strategy, managing the reputation of its spokespeople and delivering against strategic priorities including reaching broad and diverse audiences, attracting new partners and supporters and leading a contemporary cultural agenda.

As a senior leader you will contribute your creativity and expertise to practices, policies and processes that will positively shape the future of the National Gallery.

This position of Head of Communications role is an ongoing full-time role with the Marketing Communications and Visitor Experience Portfolio.

## **OUR IDEAL CANDIDATE**

To be successful in this role you will have relevant senior strategic communications and public relations experience. You will be skilled in providing strategic communications advice, problem solving and issues management relating to internal and external communications. You will have the ability to anticipate and establish priorities, identify and evaluate risk, monitor progress and ensure the successful delivery of communication outcomes in a leadership role.

Our ideal candidate has high level communication skills, both verbal and written, and excellent interpersonal skills including the ability to develop and manage key stakeholder relationships and to communicate the vision and strategic direction of the National Gallery.

You will bring strong leadership skills and experience including the ability to provide strategic direction for your team, develop departmental plans, set priorities, monitor workflow and performance.

Our ideal candidate is resilient operating in a creative, dynamic and fast-paced work environment. This includes the ability deliver under pressure, manage competing priorities and respond quickly and flexibly to change. You will exemplify the National Gallery's values and engender a culture of achievement, collaboration and agility. You are self-aware, encouraging and respectful of the diversity of ideas and perspectives that defines the National Gallery's workforce.

## **WHAT WILL YOU DO**

In accordance with the APS Executive Level 2 work level standards, you will:

- Provide high-level leadership in the development, management and operation of the Communications and Public Affairs function ensuring alignment with the National Gallery's objectives and financial imperatives
- Work proactively to develop and implement innovative strategies that optimise and broaden the National Gallery's profile and brand throughout Australia and internationally
- Lead the Communications team in developing and executing the communications strategy; ensuring the balance of proactive positive media across a wide range of the Gallery's operational areas including exhibitions, acquisitions, conservation, publishing, education, corporate partnerships and private giving, and ensuring the continued development and growth of the National Gallery's brand, profile and positive reputation
- Provide high-level advice and support to the Assistant Director and Director in the development and delivery of issues management and crisis communications strategies

- Work closely with the Directorate, Governance team and external PR consultants to manage corporate issues relating to the Gallery, including responsibility for media liaison, briefing and advising spokespeople, briefing internal staff, and acting as a spokesperson for the media when necessary
- Build and maintain excellent relationships with journalists and media contacts, tourism and government partners, working collaboratively and effectively to ensure the National Gallery's positive reputation
- Oversee the Gallery's program of media events, including both proactive and responsive activities, such as media previews for exhibitions, media famils and media attendance at Gallery events
- Develop internal communication strategies that build staff connection to our purpose, mission and values and key business projects. Provide communications advice and support to teams and stakeholders across the Gallery.

## 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:

- **Inspire a sense of purpose and direction;** Translates the strategy into operational goals and creates a shared sense of purpose within the business unit. Engages others in the strategic direction of the work area, encourages their contribution and communicates expected outcomes
- **Nurtures internal and external relationships;** Builds and sustains relationships with a network of key people internally and externally. Recognises shared agendas and works toward mutually beneficial outcomes. Anticipates and is responsive to internal and external stakeholder needs
- **Communicates clearly Confidently;** presents messages in a clear, concise and articulate manner. Translates information for others, focusing on key points and using appropriate, unambiguous language. Selects the most appropriate medium for conveying information and structures written and oral communication to ensure clarity
- **Focuses strategically;** Understands the organisation's objectives and links between the business unit, organisation and the whole of government agenda. Considers the ramifications of a wide range of issues, anticipates priorities and develops long-term plans for own work area
- **Shows judgment, intelligence and common sense;** Undertakes objective, critical analysis and distils the core issues. Presents logical arguments and draws accurate conclusions. Anticipates and seeks to minimise risks. Breaks through problems and weighs up the options to identify solutions. Explores possibilities and creative alternatives
- **Displays resilience;** Persists and focuses on achieving objectives even in difficult circumstances. Remains positive and responds to pressure in a controlled manner. Maintains momentum and sustains effort despite criticism or setbacks.

## HOW TO APPLY

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**Qualifications, Certifications and Registrations**

- Australian Citizenship
- Police check
- Relevant qualifications in the communications field or equivalent experience is essential

**Contact**

Further information about the position may be obtained by contacting Amanda O'Rourke on 0452 199 031 or [admin@amandaorourke.com.au](mailto:admin@amandaorourke.com.au).

**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.