



Position title	Head of Digital
National Gallery level	NGA Executive Level 2
Position number	Position No. 6300
Employment type	Ongoing – Full-time
Department	Digital
Portfolio	Learning and Digital
Immediate supervisor	Tim Fairfax Assistant Director
Direct reports	Digital Media Manager, Manager Digital Assets, Online Content Producer, Digital Project Coordinator, Senior Creative Producer, and Casual Digital Assistants and Visitor Activity Assistants and dotted line management of Tim Fairfax Digital Learning Manager
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.

Position description – Head of Digital (6300)

OVERVIEW OF THE ROLE

The National Gallery is seeking a dynamic, strategic and inspiring leader to drive the Gallery's digital transformation. The position oversees the high performing digital platform, digital content production, and digital asset management teams, who are responsible for the delivery of stories and experiences which connect our audiences to art and culture in diverse and impactful ways.

The Digital department is part of the Learning & Digital portfolio which is responsible for amplifying the National Gallery's reach and impact by developing and delivering ambitious programs onsite, online and on tour.

The Head of Digital is the lead strategist, user experience expert and program delivery lead for all digital platforms, responsible for developing and maintaining content and technology for the Gallery's website and supporting platforms, and other digital technologies that allow audiences, offsite and onsite, to access information about the National Gallery's collection and programs and deepen their experience with art.

This position will also oversee 3 functions:

- Digital Platforms
- Digital Media and
- Digital Asset Management.

Possessing industry-leading experience and connections; ability to provide inspiring leadership to the Digital team, facilitate change management and deliver high-level creative and strategic direction for digital initiatives.

This position is an ongoing full-time role, and reports to the Assistant Director, Learning & Digital.

OUR IDEAL CANDIDATE

Our ideal candidate has advanced knowledge and expertise in driving digital engagement and content including experience defining digital roadmaps and managing projects through a full lifecycle.

You will act as the principal advisor on digital trends, with in-depth experience of delivering effective and innovative strategies across digital platforms. You will be accountable for monitoring emerging issues in the field and identifying impact on the Gallery's priorities and managing risks.

To be successful in the role, you will have proven record of collaborating, partnering and undertaking critical conversations with colleagues at all levels of the business including junior staff to senior leadership, as well as with stakeholders within and across the arts, culture, and technology sectors.

You have ability to articulate and translate business requirements into digital outcomes that support and enhance stakeholders experience and connection with the Gallery and our strategic goals.

You will have strong and effective project management skills and ability to lead and direct both internal and external people and resources, including ability to manage multiple projects on various levels with different and converging timelines.

You are an effective storyteller with strong leadership presence and a results-oriented leader with ability to develop and communicate big-picture vision and strategy, and deliver results through practical, disciplined execution using excellent communication skills.

WHAT WILL YOU DO?

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

1. Oversee the Gallery's digital transformation, ensuring access to the national collection for all; by leading, promoting and implementing a strategic direction that builds the National Gallery's reputation as a leader in digital engagement.
2. Ensure the National Gallery is telling deeper, richer stories and building more engaging relationships with artists, audiences and the collection by working collaboratively with different work areas including Curatorial, Learning, Marketing and Communications, to create innovative digital content outcomes.

3. Negotiate highly complex issues and actively develop and build strategic relationships and partnerships, keeping abreast of relevant trends and activities, stakeholder expectations and opportunities to advance the Gallery's digital strategy.
4. Lead and manage change, analyse performance and take responsibility for continuous improvement processes with a view to facilitating service standards and strategies.
5. Manage and develop the digital team through coaching, mentoring, performance management, conflict resolution and identification of training needs, to ensure optimal performance and consistent achievement of team and Gallery objectives.
6. Assume responsibility for complex digital projects that have strategic significance and manage significant resource base and the deployment of resources across projects and operations.
7. Oversee the preparation of reports, briefs, and correspondence for presentation to Senior Management, the National Gallery Council, committees, or other entities and provide information in a timely manner.

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. Take personal credibility as a skilled leader who will **align your work with the strategic priorities** of the National Gallery, inspiring a sense of purpose and direction within your team.
2. As an experienced manager balance your own and your team's workload to **achieve results**, often working with tight timeframes and competing priorities.
3. Have the ability to **communicate with influence**, including negotiating persuasively, understanding and adapting to the audience, and building strong relationships between audiences, partners and other stakeholders.
4. Be a versatile, flexible and have a creative approach to **cultivating productive working relationships** with a diverse range of stakeholders internal and external to the Gallery.
5. Have the **ability to act with integrity** at all times, showing judgement and professionalism in all that you do.

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.

Work, Health & Safety Obligations

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 Heather Whitely Robertson on +61 2 6240 6670 or Heather.WhitelyRobertson@nga.gov.au.