



Position title	Head of Visitor Experience
National Gallery level	NGA Executive Level 2 (EL2)
Position number	Position No. 6008
Employment type	Ongoing – Fulltime
Department	Visitor Experience
Portfolio	Marketing, Communications and Visitor Experience
Immediate supervisor	Assistant Director, Marketing, Communications and Visitor Experience
Direct reports	CRM and Ticketing Manager, Tessitura Visitor Experience and Membership Manager
Position location	National Gallery, Parkes, Kamberri/Canberra
Requirements	Australian Citizenship Police Check Hold a Working with Vulnerable People Card (or the ability to obtain)

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 a dynamic leader with a strong track record in visitor experience and audience engagement to join the Marketing, Communications and Visitor Experience portfolio.

The Head of Visitor Experience is pivotal in developing and implementing strategy, systems and processes, and engagement initiatives to improve operations, strengthen audience and member engagement, and grow earned revenue.

In this role you will lead the National Gallery's visitor experience, membership and CRM and ticketing teams to deliver positive, inclusive and engaging experiences for audiences. The department manages the Gallery's membership program, developing and delivering a dynamic event program for members and providing high standards of customer service to members. The department also manages the CRM and Ticketing system utilised by the Gallery, Tessitura, and visitor services function.

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.

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.

The Head of Visitor Experience position reports to the Assistant Director, Marketing, Communications and Visitor Experience and is an ongoing full-time role.

OUR IDEAL CANDIDATE

To be successful in this role you will have significant senior level experience leading visitor experience, membership and ticketing teams. 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 in a leadership role.

Our ideal candidate is a dynamic and resilient leader with a can-do and solutions-focused attitude. You have a strong track record working with the public, building engagement and delivering excellent customer service, ideally in an art or museum environment.

Outstanding communication skills and experience is essential, including the ability to collaborate effectively and confidently at all levels, negotiate and influence outcomes. An ability to cultivate strong working relationships, as well as think strategically and operationally is a must. You will also demonstrate a high level of integrity and sound judgement.

Our ideal candidate is well organised with the ability to manage multiple tasks simultaneously, solve problems, manage and meet deadlines and maintain a high quality of work with limited supervision. You will be innovative in your strategy development, analytical in your evaluation and encourage a culture of continuous improvement.

WHAT WILL YOU DO?

In accordance with the Executive Level 2 Work Level Standards, you will:

- Provide high-level leadership in the development, management and operation of the Visitor Experience department ensuring alignment with the National Gallery's objectives and financial imperatives.
- Identify and develop innovative solutions to ensure the National Gallery is providing a visitor experience that is welcoming, inclusive and engaging
- Improve business outcomes by leading and promoting high standards of customer service, authentic and accessible membership offering and optimised ticketing experience.
- Contribute to and implement the National Gallery's strategy as it relates to the use of its CRM and Ticketing Platform, Tessitura

- Work collaboratively lead and manage change, analyse performance and take responsibility for continuous improvement.
- Foster strong relationships across the organisation and with external stakeholders in relation to visitor experience planning and logistics, proactively managing risk and issues, optimising visitor experience and commercial opportunities.
- Lead and develop the Visitor Experience 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.
- 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?

We are seeking candidates who are outcomes driven, accountable and have strong experience and expertise in visitor experience.

To be successful in this role you will need to demonstrate, or have the potential to develop, the following:

You will:

1. **The ability to inspire a sense of purpose and direction** using your effective stakeholder engagement skills to partner with the Senior Executive and line areas to translate business requirements into best practice Visitor Experience strategies and outcomes.
2. The ability to **communicate with influence and negotiate persuasively**, including listening actively and clearly articulating your message in both oral and written forms, to provide a high-quality visitor experience.
3. Versatility, flexibility and creativity in **aligning your work with the strategic priorities** of the National Gallery. The ability to **act with integrity**, showing excellent judgement and professionalism in all that you do.
4. 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.

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
- satisfy a police check and
- hold a Working with Vulnerable People Card (or the ability to obtain)

Role specific mandatory qualifications certification and/or registrations include:

- Experience and/or qualifications in Business, Tourism, Customer Service or related discipline will be an advantage.

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 Susie Barr on +61 2 6240 6472 or susie.barr@nga.gov.au.