



# ROLE STATEMENT

<b>THE POSITION:</b>		<b>DIGITAL COMMUNITIES COORDINATOR</b>
<b>POSITION NUMBER/CLASSIFICATION:</b>	6889 / VPS 3.2	
<b>REPORTS TO:</b>	Senior Campaign Manager	
<b>WORK UNIT:</b>	<b>Marketing</b>	
<b>ORGANISATION:</b>	National Gallery of Victoria	
<b>LOCATION:</b>	180 St Kilda Rd, Melbourne 3004	
<b>DATE OF REVIEW</b>	May 2017	
<b>VISION</b>	Creating an inspiring future: enriching our understanding of art and life.	
<b>PRIMARY FOCUS OF THE POSITION:</b>	The position is responsible for coordinating the NGV's social media presence.	
<b>1. ACCOUNTABILITIES (DUTIES):</b>	<p>In fulfilling the primary focus of the position the incumbent will liaise with the Head of Marketing and other key stakeholders to typically:</p> <ol style="list-style-type: none"> <li>1. Work with the Head of Marketing and Senior Campaign Manager to coordinate social / online social strategy development (brand exhibition, community). This would include industry research and reporting so as to ensure the NGV can be at the forefront of digital.</li> <li>2. Liaise with the Senior Campaign Manager to create themes and stories for all NGV social platforms and coordinate content for and management/monitoring of Twitter / Vine, Facebook, Instagram, Pinterest, LinkedIn, YouTube / Vimeo, blogs, apps, sites as well as outreach (bloggers, influencers).</li> <li>3. Spearhead the integration of social / online across all Gallery marketing and otherwise (Commercial, Curatorial, Foundation, Front of House, Media, Members, Programs), ensuring that visitors to the Gallery (onsite / online) can seamlessly serve as digital ambassadors.</li> <li>4. Ensure Gallery-wide social / online education and activation, enabling other NGV staff to achieve the above.</li> <li>5. Coordinate social / online events / programs with influencers and target audiences in conjunction with the relevant departments.</li> <li>6. Coordinate the schedule and create NGV enews for all relevant stakeholder groups, as well as provide analysis, reporting and best practice research.</li> <li>7. Contribute to web content in collaboration with multimedia and audience engagement departments.</li> <li>8. Ensure that records are created and managed according to the Records Management policy and procedures.</li> <li>9. Participate in and support organisational change initiatives by participating in and supporting department / team goals and modelling NGV behaviours.</li> </ol>	



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<p><b>2. THE PERSON – KEY SELECTION CRITERIA</b></p>	<p>To achieve the purpose of the position, the following attributes are required:</p> <ol style="list-style-type: none"> <li>1. A relevant tertiary degree and practical experience in an online communications role.</li> <li>2. <u>Creativity and innovation</u>: generates new ideas, draws on a range of information sources to identify new ways of doing things, actively influences events and promotes ideas, translates creative ideas into workplace improvements and reflects on experience and is open to new ways to improve practice.</li> <li>3. <u>Detail focus</u>: observes fine details, identifies gaps in information, looks for logical sequences of information and highlights practical considerations of plans and activities.</li> <li>4. <u>Communication</u>: prepares posts, briefs, emails and reports using clear, concise and grammatically correct language, ensures written communications contain necessary information to achieve their purpose and uses appropriate style and formats; confidently conveys ideas and information in a clear and interesting way, understands and meets the needs of target audiences and sees things from others' points of view and confirms understanding.</li> <li>5. <u>Drive and commitment</u>: demonstrates capacity for sustained effort and hard work, and perseveres to achieve goals.</li> <li>6. <u>Environmental scanning</u>: contacts others, not immediately involved, to obtain their perspective and expertise, monitors external sources and identifies underlying trends and identifies or develops overall team goals and links strategies and actions required to achieve these goals.</li> <li>7. <u>Relationship building and teamwork</u>: establishes and maintains relationships with people at all levels, forges useful partnerships with people across business areas, builds trust through consistent actions, values and communications; cooperates and works well with others in the pursuit of team goals, collaborates and shares information and accommodates and works well with the different working styles of others.</li> <li>8. <u>Organising and planning</u>: identifies processes, tasks and resources required to achieve a goal, identifies more and less critical activities and operates accordingly, reviewing and adjusting as required; plans and prioritises work to ensure outcomes are achieved.</li> </ol>
<p><b>3. OTHER RELEVANT SKILLS, KNOWLEDGE AND EXPERIENCE</b></p>	<ul style="list-style-type: none"> <li>• Demonstrated knowledge and understanding of the principles and practices of Equal Opportunity, Risk Management, Occupational Health and Safety, and ability to apply them to work practices.</li> <li>• Ability to act with diplomacy and maintain confidentiality on all information relating to NGV business.</li> </ul>
<p><b>4. KEY RELATIONSHIPS</b></p>	<p>Build and maintain effective working relationships across the NGV and with external key stakeholders; and in particular with the following:</p> <ul style="list-style-type: none"> <li>• Head of Marketing</li> <li>• Senior Campaign Manager</li> <li>• Senior Marketing Coordinator</li> </ul>



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	<ul style="list-style-type: none"> <li>• Audience engagement department staff across the areas of public programs, members and front of house</li> <li>• Other staff including those from Corporate Partnerships, Curatorial, Fundraising, Foundation, Education and Multimedia</li> <li>• External arts organisations and partners</li> </ul>
<p><b>5. OTHER RELEVANT INFORMATION</b></p>	<ul style="list-style-type: none"> <li>• The National Gallery of Victoria is an Equal Opportunity Employer and operates a smoke free work environment.</li> <li>• Hours of duty will be according to work unit requirements.</li> <li>• All employees of the National Gallery of Victoria are required to undergo security clearances performed by Australian Federal Police, and are required to undergo Human Resources and Risk, Safety, Security &amp; Environment Inductions.</li> <li>• In line with the <i>Child Wellbeing and Safety Amendment (Child Safety Standards) Act 2015</i>, the National Gallery of Victoria (NGV) is committed to upholding the Victorian Child Safe Standards, to the best of its abilities and resources.</li> <li>• It is the employee's responsibility to familiarise themselves with, understand and adhere to NGV's Policies and Procedures as varied from time to time.</li> <li>• The NGV requires all employees to have an understanding of its Risk Management Framework.</li> <li>• Conditions of employment are pursuant to the NGV's Enterprise Agreement.</li> <li>• All new appointments are subject to a three month probationary period which may be subject to review.</li> </ul>
<p><b>6. ABOUT THE ROLE STATEMENT</b></p>	<p>As the National Gallery of Victoria evolves to meet the changing needs of the Victorian Public, so will the roles required of its entire staff. As such, staff should be aware that this document is not intended to represent the role in which the occupant will perform in perpetuity. This role statement is intended to provide an overall view of the incumbent's role as at the date of this statement. In addition to this document, the specifics of the incumbent's role will be described in local area work and project plans, and in performance plans developed by the incumbent and relevant supervisor as part of the National Gallery of Victoria's performance management process.</p>
<p><b>7. EMPLOYEE ACCEPTANCE</b></p>	<p>Signature: _____</p> <p>Name: _____ Date: _____</p>
<p><b>8. MANAGER AUTHORISATION</b></p>	<p>Signature: _____</p> <p>Name: _____ Date: _____</p>