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| The Position: | Marketing Coordinator |
| Position Number/Classification: | 6762 / VPS 3.1 |
| Reports to: | Head of Marketing |
| Work Unit: | Marketing |
| Organisation: | National Gallery of Victoria |
| Location: | 180 St Kilda Rd, Melbourne 3004 |
| Date of Review | March 2015 |
| Vision | Creating an inspiring future: Enriching our understanding of art and life. |
| Primary focus of the position: | Responsible for the production and delivery of advertising and promotional campaigns for exhibitions and programs under the direction of the Head of Marketing. |
| 1. Accountabilities (duties): | <p>In consultation with the Head of Marketing:</p> <ol style="list-style-type: none"> 1. Develop strategy and implement promotional plans for selected exhibitions and NGV Collection programs including executions across print, digital, social, radio, TV, cinema and direct mail. 1. Develop NGV advertising briefs liaising with key internal stakeholders to ensure accuracy of content including exhibition mastheads, promotional copy, images, partner logos, image captions and copyright. 2. Liaise with the internal design department, media agency and suppliers to coordinate the design and production of all briefed marketing materials ensuring delivery of material is on time and within budget. 3. Develop and supervise the production of onsite promotional material including the <i>What's On</i> guides and selected way finding signage. 4. Where necessary, work with the Digital Communities Coordinator to create content and coordinate production of NGV e-news as well as initiating ideas for increasing subscriptions. 5. Provide leadership and mentor the Marketing Officer and departmental interns including training staff in relevant marketing processes and procedures. 6. Represent NGV Marketing on internal and external committees, as required. 7. Contribute to achieving the overall goals of the department. 8. Contribute to departmental and team goals and participate in organisational initiatives and activities as required (including ensuring a safe and healthy environment for colleagues, visitors and stakeholders). 9. Participate and support organisational change initiatives and model NGV values and behaviours. |
| 2. The person – Key Selection Criteria | <p>To achieve the purpose of the position, the following attributes are required:</p> <ol style="list-style-type: none"> 1. A minimum of two years experience in an advertising or media environment with exposure to print, outdoor, digital, social and direct marketing, supported by relevant Tertiary qualifications. 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. 3. <u>Written communication</u>: prepares briefs, letters, emails and reports using clear, concise and grammatically correct language, ensures written communications contain necessary |

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| | <p>information to achieve their purpose and uses appropriate style and formats.</p> <ol style="list-style-type: none"> 4. <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, develops and implements systems and procedures to guide work and track progress and recognises barriers and finds effective ways to deal with them. 5. <u>Verbal communication</u>: confidently convey conceptual briefs and information in a clear and interesting way, understands and meets the needs of target audiences, welcomes constructive feedback and sees things from others' points of view and confirms understanding. 6. <u>Relationship building and teamwork</u>: establishes and maintains relationships with people at all levels, forges useful partnerships with people across business areas, functions and organisations, cooperates and works well with others in the pursuit of team goals and collaborates and shares information to minimise surprises. 7. <u>Drive and commitment</u>: demonstrates capacity for sustained effort and hard work, seizes opportunities and acts upon them, accepts changed priorities without undue discomfort, perseveres to achieve goals, even in the face of obstacles and remains calm and in control under pressure. |
| 3. Other relevant skills, knowledge & experience | <ul style="list-style-type: none"> • Marketing and/or business qualifications. • A flexible approach in regard to hours of work. • Understanding of and an interest in the arts industry. |
| 4. Key Relationships | <p>Build and maintain effective working relationships across the NGV and with external key stakeholders including:</p> <ul style="list-style-type: none"> • External – Mitchell & Partners, Federation Square P/L and other arts agencies as required. • Internal – Corporate Partnerships, Curatorial, Graphic Design and Publications (copyright). |
| 5. Other relevant information | <ul style="list-style-type: none"> • The National Gallery of Victoria is an Equal Opportunity Employer and operates a smoke free work environment. • Hours of duty will be according to work unit requirements. • 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 & Environment Inductions. • 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. • The NGV requires all employees to have an understanding of its Risk Management Framework. • Conditions of employment are pursuant to the NGV's Enterprise Agreement. • All new appointments are subject to a three month probationary period which may be subject to review. |
| 6. About the role statement | <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> |

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| 7. Manager Authorisation | Name : _____ Signature : _____ Date : _____ |
| 8. Employee Acceptance | Name : _____ Signature : _____ Date : _____ |