The Position:	Marketing Officer
Position Number/Classification:	6753 / VPS 2.2
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:	This position is responsible for coordinating activities of the Marketing department, including the provision of administrative support and the execution of specific marketing and promotional projects.
1. Accountabilities (duties):	In fulfilling the primary focus of the position the incumbent will typically: 1. Provide administrative support to the NGV Marketing department including researching industry development and marketing trends. 2. Coordinate work traffic systems, filing and invoice processing and exhibition reports. 3. Coordinate NGV Blog activity in line with marketing strategy by liaising with relevant NGV departments for content and approvals where required. 4. Under the direction of the Head of Marketing and Senior Marketing Coordinator provide assistance in the development and execution of campaigns for selected marketing programs. Activity may include enewsletters, brochures, on site signage, print, digital and outdoor advertising. 5. Under the direction of the Head of Marketing work with the Advertising Manager (external) and various NGV departments to coordinate the administrative aspects of *Gallery* magazine. 6. Monitor and respond to external enquiries regarding advertising, including being first point of contact for distribution of NGV marketing materials. 7. Provide support at NGV events and sponsor functions as required. 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 in and support organisational change initiatives and model NGV values and behaviours.
2. The person – Key Selection Criteria	To achieve the purpose of the position, the following attributes are required: 1. Experience in, or exposure to, a marketing or advertising environment, supported by relevant Tertiary qualifications. 2. Organising and planning: regularly plans and tracks progress on work tasks, takes an organised, methodical approach to work and addresses priority tasks first. 3. Detail focus: observes fine details, identifies gaps in information, looks for logical sequences of information and highlights practical considerations of plans and activities. 4. Written communication: prepares basic letters, emails and reports using clear, concise and grammatically correct language, organises information in a logical sequence and includes content appropriate for the purpose and audience. 5. Relationship building and teamwork: 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.
	6. Verbal communication: clearly explains information and listens to feedback, speaks clearly and concisely and keeps people interested when speaking and uses a polite and considerate manner when dealing with others.
	7. Drive and commitment: 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	• Good working knowledge of and experience in both traditional & new media. • Marketing and/or business qualifications will be highly regarded. • A flexible approach in regards to hours of work. • Understanding of and an interest in the arts industry.
4. Key Relationships	Build and maintain effective working relationships across the NGV and with external key stakeholders including: • External: *Gallery* magazine Editor, Designer and Adverting Sales Representative. *Gallery* magazine advertisers. • Internal: Commercial Operations, Curatorial, Exhibitions Management, Fundraising, Front of House, Graphic Design, Media and Public Affairs, Members, Multimedia, Public Programs and Publications.
5. Other relevant information	• 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	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.
7. Manager Authorisation	Name : _____ Signature : _____ Date : _____

8. Employee Acceptance	Name : _____ Signature : _____ Date : _____