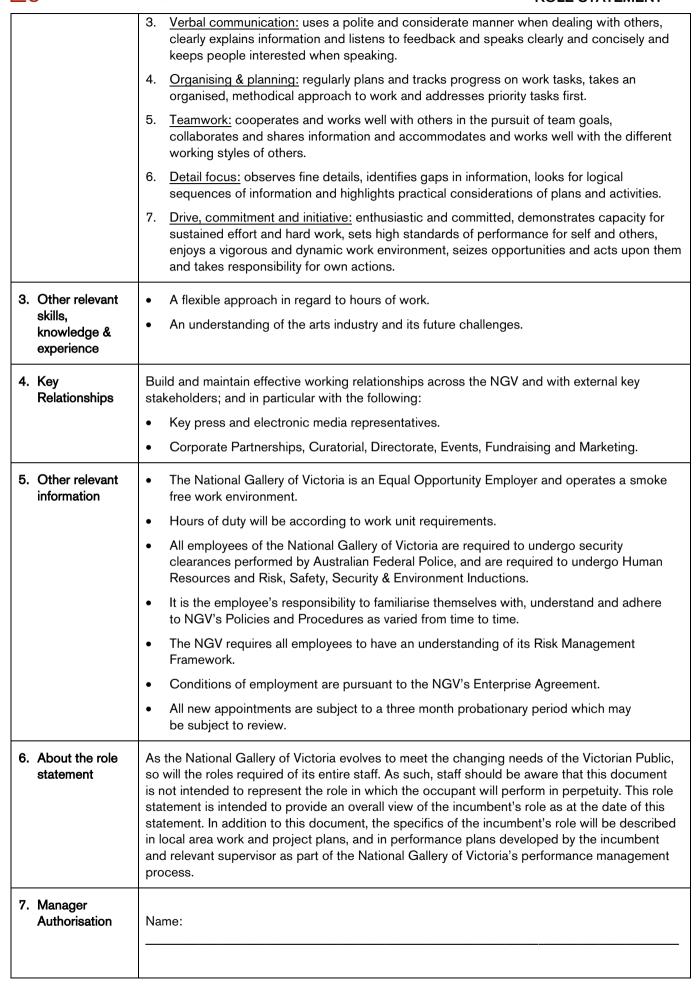


TOLE OTATEMENT				
The Position:		Media and Public Affairs Officer		
Position Number/Classification:		6711 / VPS 2.2		
Reports to:		Head of Media and Public Affairs		
Work Unit:		Media and Public Affairs		
Organisation:		National Gallery of Victoria		
Location:		180 St Kilda Rd, Melbourne 3004		
Date of Review		May 2016		
Vision	Creating an insp	ating an inspiring future: Enriching our understanding of art and life.		
Primary focus of the position:	This position is responsible for developing and implementing PR programs to support small scale NGV exhibitions and for providing administrative support to the Media and Public Affairs team.			
Accountabilities (duties):	In fulfilling the p	rimary focus of the position the incumbent will typically:		
	Develop and implement PR programs to support small-scale NGV exhibitions, including media releases, kits, and approaches to journalists.			
	Assist the Head of Media and Public Affairs to develop and implement PR programs for medium to large NGV exhibitions.			
	3. As directed by the Head of Media and Public Affairs, research and produce promotional and communication materials for inclusion in media kits and for the general profiling of NGV, its exhibitions and activities.			
	4. Under the guidance of the Head of Media and Public Affairs, prepare copy for NGV brochures and fliers and other promotional material; prepare and disseminate images and relevant captions and descriptions for exhibitions to media.			
	 Liaise with Multimedia staff to ensure that information on the Media and Public Affairs page of the NGV website is kept up to date. 			
	6. Respond to activities.	71 0		
	7. Liaise with the NGV's media monitoring service and ensure daily service is provided as per contract agreement.			
	8. Collate and Affairs.	organise information for reports as directed by the Head of Media and Public		
	to media me and archivir	ministrative support to the Media and Public Affairs team, particularly in relation tentions, processing of invoices, maintenance and update of the media database and and filing. Ensure that records are created and managed according to lanagement policy and procedures.		
		in and support organisational change initiatives by participating in and department / team goals and modelling NGV behaviours.		
2. The person –	To achieve the purpose of the position, the following attributes are required:			
Key Selection Criteria		delevant tertiary qualification coupled with some experience in the fields of media, ommunications, public relations or a related field.		
	clear, conci	en communication: prepares basic letters, emails, reports and media releases using concise and grammatically correct language, organises information in a logical ence and includes content appropriate for the purpose and audience.		



ngv National Gallery of Victoria

ROLE STATEMENT

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