

<b>The Position:</b>	<b>Media and Public Affairs Officer</b>
<b>Position Number/Classification:</b>	6711 / VPS 2.2
<b>Reports to:</b>	Head of Media and Public Affairs
<b>Work Unit:</b>	<b>Media and Public Affairs</b>
<b>Organisation:</b>	National Gallery of Victoria
<b>Location:</b>	180 St Kilda Rd, Melbourne 3004
<b>Date of Review</b>	May 2016
<b>Vision</b>	Creating an inspiring future: Enriching our understanding of art and life.
<b>Primary focus of the position:</b>	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.
<b>1. Accountabilities (duties):</b>	<p>In fulfilling the primary focus of the position the incumbent will typically:</p> <ol style="list-style-type: none"> <li>1. Develop and implement PR programs to support small-scale NGV exhibitions, including media releases, kits, and approaches to journalists.</li> <li>2. Assist the Head of Media and Public Affairs to develop and implement PR programs for medium to large NGV exhibitions.</li> <li>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.</li> <li>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.</li> <li>5. Liaise with Multimedia staff to ensure that information on the Media and Public Affairs page of the NGV website is kept up to date.</li> <li>6. Respond to media enquiries and requests in regard to NGV exhibitions, programs and activities.</li> <li>7. Liaise with the NGV's media monitoring service and ensure daily service is provided as per contract agreement.</li> <li>8. Collate and organise information for reports as directed by the Head of Media and Public Affairs.</li> <li>9. Provide administrative support to the Media and Public Affairs team, particularly in relation to media mentions, processing of invoices, maintenance and update of the media database and archiving and filing. Ensure that records are created and managed according to Records Management policy and procedures.</li> <li>10. Participate in and support organisational change initiatives by participating in and supporting department / team goals and modelling NGV behaviours.</li> </ol>
<b>2. The person – Key Selection Criteria</b>	<p>To achieve the purpose of the position, the following attributes are required:</p> <ol style="list-style-type: none"> <li>1. Relevant tertiary qualification coupled with some experience in the fields of media, communications, public relations or a related field.</li> <li>2. <u>Written communication</u>: prepares basic letters, emails, reports and media releases using clear, concise and grammatically correct language, organises information in a logical sequence and includes content appropriate for the purpose and audience.</li> </ol>

	<ol style="list-style-type: none"> <li>3. <u>Verbal communication</u>: uses a polite and considerate manner when dealing with others, clearly explains information and listens to feedback and speaks clearly and concisely and keeps people interested when speaking.</li> <li>4. <u>Organising &amp; planning</u>: regularly plans and tracks progress on work tasks, takes an organised, methodical approach to work and addresses priority tasks first.</li> <li>5. <u>Teamwork</u>: 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>6. <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>7. <u>Drive, commitment and initiative</u>: enthusiastic and committed, demonstrates capacity for sustained effort and hard work, sets high standards of performance for self and others, enjoys a vigorous and dynamic work environment, seizes opportunities and acts upon them and takes responsibility for own actions.</li> </ol>
<b>3. Other relevant skills, knowledge &amp; experience</b>	<ul style="list-style-type: none"> <li>• A flexible approach in regard to hours of work.</li> <li>• An understanding of the arts industry and its future challenges.</li> </ul>
<b>4. Key Relationships</b>	<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>• Key press and electronic media representatives.</li> <li>• Corporate Partnerships, Curatorial, Directorate, Events, Fundraising and Marketing.</li> </ul>
<b>5. Other relevant information</b>	<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>• 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>
<b>6. About the role statement</b>	<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>
<b>7. Manager Authorisation</b>	<p>Name:</p> <hr/>

	Signature: _____ Date: _____
<b>8. Employee Acceptance</b>	Name: _____  Signature: _____ Date: _____