



# ROLE STATEMENT

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| <b>THE POSITION:</b>                   | <b>SENIOR CAMPAIGN MANAGER, MARKETING</b>   |
| <b>POSITION NUMBER/CLASSIFICATION:</b> | 0170 / VPS 5.1  |
| <b>REPORTS TO:</b>                     | Associate Director, Marketing   |
| <b>WORK UNIT:</b>                      | Marketing   |
| <b>ORGANISATION:</b>                   | National Gallery of Victoria  |
| <b>LOCATION:</b>                       | 180 St Kilda Rd, Melbourne 3004   |
| <b>DATE OF REVIEW</b>                  | March 2019  |
| <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 managing members of the Marketing team and for the delivery of advertising and promotional campaigns for NGV brand projects, NGV exhibitions, programs and events under the direction of the Associate Director, Marketing and in collaboration with Senior Campaign Manager, Marketing.   |
| <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. In consultation with the Associate Director, Marketing, develop strategy and implement multifaceted promotional plans for NGV exhibitions, brand campaigns, events and programs which may include digital, social, outdoor, print, radio, DM, TV, cinema. Ensure on time delivery of promotional material, including provision of briefs, logos, mastheads, promotional copy, images, captions, copyright or owner permissions.</li> <li>2. Manage members of the the Marketing team by aligning the team with the organisational values and goals through effective people management and modelling. This includes clearly defining role expectations, monitoring performance, providing timely and constructive feedback and facilitating employee development. This also includes ensuring a safe and healthy environment.</li> <li>3. Lead and develop innovative digital strategies and creative content plans to ensure best practice and enhance NGV's profile.</li> <li>4. Work closely with the Associate Director, Marketing, and Senior Campaign Manager, Marketing along with other relevant NGV teams to identify, influence negotiations and grow relationships with media partners and corporate partners to ensure maximum retention and growth.</li> <li>5. Review selected exhibitions, analysing and evaluating audience attendance, advertising executions, partner promotions, online effectiveness and campaign successes, and present to relevant stakeholders.</li> <li>6. Develop and maintain relationships with internal and external stakeholders including media and tourism partners, suppliers, copyright agencies, Creative Victoria and media agency regarding advertising and</li> </ol> |



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|  | <p>promotional products. Represent NGV Marketing on internal and external committees, as required.</p> <ol style="list-style-type: none"> <li>7. Contribute to the development and implementation of the department's strategic plan; a marketing strategy to attract and engage the tourism market and apply innovative thinking to influence best practice within the Marketing department.</li> <li>8. Contribute to the management of the departmental budget for expenditure related to the NGV's marketing activity and ensure that records are created and managed according to the Records Management policy and procedures.</li> <li>9. Maintain consistent and appropriate dialogue with the Associate Director, Marketing regarding risks and complex issues arising from the daily operation of the Marketing team.</li> <li>10. Participate in and support organisational change initiatives by participating in and supporting department / team goals and modelling NGV behaviours.</li> </ol>   |
| <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. Relevant tertiary qualification and extensive experience in an advertising or marketing environment and a proven ability to develop and execute strategic, innovative campaigns across all mediums.</li> <li>2. <u>People management</u>: maximises effectiveness by selecting, developing and managing a high performing team, ensures staff are actively deployed through effective workforce planning practices, builds team commitment by demonstrating personal conviction and motivates others to deliver against goals.</li> <li>3. <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>4. <u>Written communication</u>: ability to prepare complex briefs and reports using clear, concise and grammatically correct language; edits written communications to ensure they contain the information necessary to achieve their purpose and meet audience needs and ensures appropriate style and formats are used. Ability to write effective succinct copy for promotional materials.</li> <li>5. <u>Organising and planning</u>: sets clearly defined objectives and priorities and operates accordingly, reviewing and adjusting as required. identifies processes, tasks and resources required to achieve a goal, establishes systems and procedures to guide work and track progress and recognises actual and potential barriers and finds effective ways to deal with them.</li> <li>6. <u>Presentation skills</u>: quickly makes a positive impression on others and comes across with credibility; communicates orally in a manner which is clear, fluent and holds the audience's attention and prepares and delivers logical, sequential and succinct presentations.</li> <li>7. <u>Relationship building and teamwork</u>: establishes and maintains relationships with people at all levels, forges useful partnerships with</li> </ol> |



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|  | <p>people across business areas, functions and organisations, builds trust through consistent actions, values and communications, cooperates and works well with other in the pursuit of team goals, collaborates and shares information and accommodates and works well with the different working styles of others.</p> <p>8. <u>Drive and commitment</u>: enthusiastic and committed, demonstrates capacity for sustained effort and hard work, accepts changed priorities without undue discomfort, perseveres to achieve goals, even in the face of obstacles, remains clam and in control under pressure and takes responsibility for own actions.</p>   |
| <p><b>3. OTHER RELEVANT SKILLS, KNOWLEDGE AND EXPERIENCE</b></p> | <ul style="list-style-type: none"> <li>• Experience in online marketing strategy will be highly regarded.</li> <li>• A flexible approach in regard to hours of work.</li> <li>• Understanding of and an interest in the arts industry and relevant government legislation.</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>• NGV corporate partners</li> <li>• NGV – Audience Engagement, Corporate Partnerships, Education, Events, Exhibition Management, Graphic Design, Finance and Media and Public Affairs</li> </ul>   |
| <p><b>5. OTHER RELEVANT INFORMATION</b></p>                      | <ul style="list-style-type: none"> <li>• HR Delegation – Level 6 (refer to current Schedule of HR Delegations).</li> <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</p>  |



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|                                 | <p>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. EMPLOYEE ACCEPTANCE</b>   | Signature: _____<br>Name: _____ Date: _____  |
| <b>8. MANAGER AUTHORISATION</b> | Signature: _____<br>Name: _____ Date: _____  |