



# ROLE STATEMENT

<b>THE POSITION:</b>		<b>MEDIA AND PUBLIC AFFAIRS OFFICER</b>
<b>POSITION NUMBER/CLASSIFICATION:</b>	6711 / VPS 2.2	
<b>REPORTS TO:</b>	Senior Publicist	
<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>	January 2018	
<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 – medium scale NGV exhibitions and programs 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 for small-medium scale NGV exhibitions and programs, including media releases, kits and approaches to journalists.</li> <li>2. Respond to reactive media enquiries and requests in regard to NGV exhibitions, programs and activities.</li> <li>3. Work with the Associate Director, Media and Public Affairs and the Senior Publicist to create a content plan for exhibition and programs promotions and be responsible for coordinating photography, video and written materials.</li> <li>4. Assist with the co-ordination and administration of major publicity and content campaigns as directed by the Senior Publicist. Ensure that records are created and managed according to the Records Management policy and procedures.</li> <li>5. Research and seek out new media and influencer contacts and pro-actively manage and refine the NGV media database.</li> <li>6. Liaise with various external and internal stakeholders in order to develop research and publicity materials, under the guidance of the Senior Publicist.</li> <li>7. Develop and write key messages and briefing notes for publicity campaigns, with the assistance of the Senior Publicist.</li> <li>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).</li> <li>9. Participate in and support organisational change initiatives and model NGV values and behaviours.</li> </ol>	



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<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 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> <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 and 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>
<p><b>3. OTHER RELEVANT SKILLS, KNOWLEDGE AND EXPERIENCE</b></p>	<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>
<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>• Key press and electronic media representatives.</li> <li>• Corporate Partnerships, Curatorial, Directorate, Events, Fundraising and Marketing.</li> </ul>
<p><b>5. OTHER RELEVANT INFORMATION</b></p>	<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>• In line with the <i>Child Wellbeing and Safety Amendment (Child Safety Standards) Act 2015</i>, the National Gallery of Victoria (NGV) is committed</li> </ul>



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	<p>to upholding the Victorian Child Safe Standards, to the best of its abilities and resources.</p> <ul style="list-style-type: none"><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. EMPLOYEE ACCEPTANCE</b>	Signature: _____ Name: _____ Date: _____
<b>8. MANAGER AUTHORISATION</b>	Signature: _____ Name: _____ Date: _____