



# ROLE STATEMENT

<b>THE POSITION:</b>	<b>PUBLICIST</b>
<b>POSITION NUMBER/CLASSIFICATION:</b>	6265 / VPS 3.2
<b>REPORTS TO:</b>	Senior Publicist
<b>WORK UNIT:</b>	Media and Public Affairs
<b>ORGANISATION:</b>	National Gallery of Victoria
<b>LOCATION:</b>	180 St Kilda Rd, Melbourne 3004
<b>DATE OF REVIEW</b>	July 2018
<b>VISION</b>	Creating an inspiring future: enriching our understanding of art and life.
<b>PRIMARY FOCUS OF THE POSITION:</b>	<p>Under the direction of the Senior Publicist, this position will support the Media and Public Affairs department in the development and implementation of communication and public relation strategies and campaigns covering, but not limited to the following areas:</p> <ul style="list-style-type: none"> <li>• Exhibition, programs and associated events</li> <li>• public image of the NGV</li> <li>• corporate partnerships and fundraising achievements</li> </ul>
<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 small to medium communication strategies to raise the profile of NGV, its activities and exhibitions in consultation with the Senior Publicist.</li> <li>2. Build strong, proactive and beneficial relationships with media and key external and internal stakeholders.</li> <li>3. Research, develop and implement publicity and media campaigns that positively elevate the profile of the NGV, its exhibitions and activities.</li> <li>4. Research, develop and utilise a variety of media materials, including media releases, media kits, photography and video content.</li> <li>5. Contribute to reports regarding the activities of the Media and Public Affairs department.</li> <li>6. Contribute to departmental and team goals and participates in organisational initiatives and activities as required (including ensuring a safe and healthy environment for colleagues, visitors and stakeholders).</li> <li>7. Ensure that records are created and managed according to the Records Management policy and procedures.</li> <li>8. Participate in and support organisational change initiatives and model NGV values and 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 qualifications and demonstrated experience in the fields of media, communications, public relations or related field working with a</li> </ol>



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	<p>variety of media, including print, broadcast, digital, new media and content creation.</p> <ol style="list-style-type: none"> <li>2. <u>Written communication</u>: prepares briefs, letters, emails, reports and media releases using clear, concise and grammatically correct language, ensures written communications contain the necessary information to achieve their purpose and uses appropriate style and formats.</li> <li>3. <u>Verbal communication</u>: confidently conveys ideas and information in a clear and interesting way, understands and meets the needs of target audiences and welcomes constructive feedback, sees things from others' points of view and confirms understanding.</li> <li>4. <u>Organising and planning</u>: autonomously develops processes, tasks and resources required to achieve a goal, develops and implements systems and procedures to guide work and track progress, identifies more and less critical activities and operates accordingly, reviewing and adjusting as required.</li> <li>5. <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>6. <u>Relationship building and teamwork</u>: establishes and maintains relationships with people at all levels, forges useful partnerships with 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.</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>• An understanding of the arts industry and its future challenges.</li> <li>• Understanding of the changing media landscape and its evolution.</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 journalists, artists and studios.</p>
<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: _____