

THE POSITION:		SENIOR COORDINATOR, MEMBERSHIP ENGAGEMENT
POSITION NUMBER/CLASSIFICATION:	7050 / VPS 4.1	
REPORTS TO:	Front of House Manager	
WORK UNIT:	Audience Engagement & Learning	
ORGANISATION:	National Gallery of Victoria	
LOCATION:	180 St Kilda Rd, Melbourne 3004	
DATE OF REVIEW	November 2019	
VISION	Creating an inspiring future: enriching our understanding of art and life.	
PRIMARY FOCUS OF THE POSITION:	The primary objective of the role is to systematically plan, deliver and analyse acquisition and retention strategies to drive NGV Membership initiatives.	
1. ACCOUNTABILITIES (DUTIES):	<p>In fulfilling the primary focus of the position, the incumbent will typically:</p> <ol style="list-style-type: none"> 1. Work closely with senior staff to plan, deliver and analyse strategies for the acquisition and retention of NGV Members. 2. Draw upon existing and projected data and trends, using all aspects of Membership engagement, to compile and present reports, presentations and proposed campaigns or other initiatives to maximise NGV Membership. 3. Manage and align staff with 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. 4. Liaise with NGV Members through one-to-one engagement, feedback and enquiries. 5. Work closely and collaborate with other staff on communications and plans relating to NGV Membership. 6. 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). 7. Ensure that records are created and managed according to the Records Management policy and procedures. 8. Participate in and support organisational change initiatives and model NGV values and behaviours. 	
2. THE PERSON – KEY SELECTION CRITERIA	<p>To achieve the purpose of the position, the following attributes are required:</p> <ol style="list-style-type: none"> 1. Extensive experience in developing and evaluating a range of strategies specific to engaging a membership group in a large organisation, along 	



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	<p>with high level capability to analyse and project Membership success based on data and analysis.</p> <ol style="list-style-type: none"> 2. <u>Strategic planning</u>: Plans and reviews work based on what is important to achieve, rather than what tasks are usually done. Identifies or develops overall team goals and links strategies and actions required to achieve these goals. 3. <u>Communication</u>: uses clear, concise and grammatically correct language to ensure written communications contain necessary information to achieve their purpose and uses appropriate style and formats; confidently conveys ideas and information in a clear and interesting way, sees things from others' points of view; confirms understanding and sells own ideas by linking them to others' values, needs and goals. 4. <u>Analytical and problem solving</u>: Well developed analytical, problem solving, and research skills, with the ability to apply them to complex projects and issues in the workplace. 5. <u>Systems thinking</u>: Identifies and understands the long-term impact of particular courses of action on the organisation's objectives. Understands how various processes within an organisation integrate. Recognises components of a system and their interconnections. 6. <u>Change Management</u>: Identifies the need to change, describes the reasons for the change, actively promotes and manages change, remains calm and optimistic, even when things don't go as planned, draws upon a range of sources for ideas and solutions. 7. <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.
<p>3. OTHER RELEVANT SKILLS, KNOWLEDGE AND EXPERIENCE</p>	<ul style="list-style-type: none"> • Previous experience with Tessitura or similar CRM software
<p>4. KEY RELATIONSHIPS</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"> • Senior staff across the Audience Engagement & Learning department. • Other departments including Finance, Marketing, Fundraising, Governance, Policy, Planning & IT, and Corporate Partnerships.



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5. OTHER RELEVANT INFORMATION	<ul style="list-style-type: none">• The National Gallery of Victoria is an Equal Opportunity Employer and operates a smoke free work environment.• Hours of duty will be according to work unit requirements.• 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 & Environment Inductions.• 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.• 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.• Conditions of employment are pursuant to the NGV's Enterprise Agreement.• All new appointments are subject to a three month probationary period which may be subject to review.
6. ABOUT THE ROLE STATEMENT	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.
7. EMPLOYEE ACCEPTANCE	Signature: _____ Name: _____ Date: _____
8. MANAGER AUTHORISATION	Signature: _____ Name: _____ Date: _____