



ROLE STATEMENT

THE POSITION:	MARKETING COORDINATOR
POSITION NUMBER/CLASSIFICATION:	6762 / VPS 3.1
REPORTS TO:	Senior Campaign Manager, Marketing
WORK UNIT:	Marketing
ORGANISATION:	National Gallery of Victoria
LOCATION:	180 St Kilda Rd, Melbourne 3004
DATE OF REVIEW	January 2021
VISION	Creating an inspiring future: enriching our understanding of art and life.
PRIMARY FOCUS OF THE POSITION:	This position is responsible for the creation and delivery of advertising and promotional campaigns for selected NGV projects under the direction of the Senior Campaign Manager.
1. ACCOUNTABILITIES (DUTIES):	<p>In fulfilling the primary focus of the position, the incumbent will liaise with the Senior Campaign Manager, Associate Director, Marketing and other key stakeholders to typically:</p> <ol style="list-style-type: none"> 1. Develop the strategies and creative direction for specific NGV marketing campaigns and implement promotional plans for selected NGV projects, exhibitions and target audiences across the organisation. Activity may include print, digital and outdoor advertising, onsite signage and collateral, ecommunications and direct marketing. 2. Coordinate advertising, signage and multimedia briefs liaising with key internal stakeholders on messaging and requirements, including creative direction, accuracy of content and promotional copy, required acknowledgments, image captions and copyright. 3. Liaise with the NGV Design and Multimedia departments, key internal stakeholders and external suppliers, as required, to coordinate production schedules and ensure all briefed marketing materials are delivered on time and within budget. 4. Coordinate the creation of new campaign and brand assets including photography and moving image shoots for key projects covering scheduling, development of appropriate briefs and run sheets, quotation with suppliers/internal producers, talent and interview questions as required. 5. Assist with commissioned NGV research projects and other analytics and reporting tasks, as required, including contributing to relevant project and departmental reports. 6. Provide support at NGV events, as required, and administrative support to the NGV Marketing department, including coordinating work systems, filing and invoice processing. 7. Ensure that records are created and managed according to the Records Management policy and procedures.



ROLE STATEMENT

	<p>8. Contribute to departmental and team goals and participate in and support organisational change initiatives and activities as required and model NGV values and behaviours (including ensuring a safe and healthy environment for colleagues, visitors and stakeholders).</p>
<p>2. THE PERSON – KEY SELECTION CRITERIA</p>	<p>To achieve the purpose of the position, the following attributes are required:</p> <ol style="list-style-type: none"> 1. A minimum of two years' experience in a marketing focused role with experience in creative development, campaign planning and execution, supported by relevant Tertiary qualifications. 2. <u>Creativity and innovation</u>: generates new ideas and draws on a range of information sources to identify opportunities, actively promotes and translates creative ideas into practice and reflects on experience and is open to new ways of doing this to improve results. 3. <u>Detail focus</u>: observes fine details, identifies gaps or inconsistencies in information, looks for logical sequences of information and highlights practical considerations of plans and activities. 4. <u>Written communication</u>: prepares marketing copy, briefs, letters, emails and reports using concise and appropriate language for the audience, edits and proofreads all written communication in advance and ensures style guides and appropriate formats are adhered to. 5. <u>Organising and planning</u>: identifies processes, tasks and resources required to achieve a goal, identifies more and less critical activities and operates accordingly, reviewing and adjusting as required, and recognises barriers and finds effective ways to deal with them. 6. <u>Verbal communication</u>: confidently conveys conceptual briefs and information in a clear and interesting way, understands and meets the needs of target audiences, welcomes constructive feedback and sees things from others' points of view and confirms understanding. 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, cooperates and works well with others in the pursuit of team goals and collaborates and shares information to minimise surprises. 8. <u>Drive and commitment</u>: demonstrates capacity for sustained effort and hard work, perseveres to achieve goals and enjoys a vigorous and dynamic work environment.
<p>3. OTHER RELEVANT SKILLS, KNOWLEDGE AND EXPERIENCE</p>	<ul style="list-style-type: none"> • Good working knowledge of and experiencing briefing campaigns that include outdoor, print and digital media. • Understanding of and an interest in the arts industry. • CRM database experience using Tessitura or a similar platform will be highly regarded. • Email platform experience using Wordfly or a similar platform will be highly regarded. • Ability to act with diplomacy and maintain confidentiality on all information relating to NGV business.



ROLE STATEMENT

4. KEY RELATIONSHIPS	<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">• External – Media and creative agencies, Federation Square P/L, and other agencies as required.• Internal – Audience Engagement and Learning, Corporate Partnerships, Media and Events, Curatorial, Graphic Design, Exhibition Design, Multimedia and Publications (copyright).
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.• The NGV requires all employees to have an understanding of its Risk Management Framework.• 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	<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>
7. EMPLOYEE ACCEPTANCE	<p>Signature: _____</p> <p>Name: _____ Date: _____</p>



ROLE STATEMENT

8. MANAGER AUTHORISATION	Signature: _____ Name: _____ Date: _____
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