



# ROLE STATEMENT

<b>THE POSITION:</b>		<b>MEDIA AND PUBLIC AFFAIRS ASSISTANT</b>
<b>POSITION NUMBER/CLASSIFICATION:</b>		7098 / VPS 2.2
<b>REPORTS TO:</b>		Senior Publicist / Associate Director, Media & Public Affairs
<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>		April 2021
<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 providing administrative and publicity support across the activities of 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. Provide administrative support to the Media and Public Affairs team, particularly in relation to processing invoices, managing office supplies, archiving and filing, printing and deliveries and mail of media materials.</li><li>2. Under the guidance of the Associate Director, Media and Public Affairs and Senior Publicist, prepare copy for NGV promotional material; prepare and disseminate images and relevant captions and descriptions for exhibitions to media.</li><li>3. Complete the daily media clippings report and liaise with the NGV's media monitoring service and ensure daily service is provided as per contract agreement.</li><li>4. Co-ordinate logistics and manage filming requests external and across internal departments, whilst booking photography and content shoots for exhibitions and artist profiles, as required.</li><li>5. Provide publicity support to the NGV media team where required on NGV and NGV partner publicity campaigns, including creation of media releases, media kit materials, media list invitations, strategic media blasts and monitoring of media inbox.</li><li>6. Proactively update and maintain the media contact database and research new media contacts for the Department.</li><li>7. Liaise with Multimedia staff to ensure that information on the Media and Public Affairs page of the NGV website is kept up to date.</li><li>8. Collate and organise information for reports as directed by the Associate Director and the Senior Publicist. Ensure that records are created and managed according to the Records Management policy and procedures.</li><li>9. Provide administrative support to the Associate Director, Media and Public Affairs, including organising meetings and appointments, fielding incoming and outgoing correspondence and assisting with stakeholder management including updating databases.</li></ol>	

	<p>10. 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).</p> <p>11. Participate in and support organisational change initiatives and model NGV values and behaviours.</p>
<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>Time management, organisation and planning</u>: regularly plans and tracks progress on work tasks, supports the team in the time management of their tasks, takes an organised, methodical approach to work and addresses priority tasks first.</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>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> <li>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.</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, Marketing and Multimedia</li> </ul>



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<b>5. OTHER RELEVANT INFORMATION</b>	<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 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>• 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: _____