



ROLE STATEMENT

THE POSITION:		MEMBERSHIP DEVELOPMENT MANAGER
POSITION NUMBER/CLASSIFICATION:		7176 / VPS 5.1
REPORTS TO:		Head of Customer Service
WORK UNIT:		Audience Engagement & Learning
ORGANISATION:		National Gallery of Victoria
LOCATION:		180 St Kilda Rd, Melbourne 3004
DATE OF REVIEW		March 2024
VISION	Creating an inspiring future: enriching our understanding of art and life.	
PRIMARY FOCUS OF THE POSITION:	Lead the strategic planning and delivery of initiatives that cultivate the NGV Members community, including acquisition and retention and stakeholder engagement.	
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 with the Head of Customer Service to provide strategic direction on NGV Membership initiatives that enable the acquisition and retention of new and existing Members and other opportunities.2. Draw upon existing and projected data and trends, and use all aspects of Membership engagement, to develop and present proposals, reports, presentations and proposed campaigns or other initiatives to maximise NGV Membership.3. Be an ambassador for NGV Members through relevant engagement, including at Member events and programs, and through Member related correspondence.4. Demonstrate a high level of knowledge of membership trends across relevant sectors and play a senior role in the positioning of NGV Members as a key audience in the long-term strategic planning of the organisation.5. Manage and mentor NGV Members staff to maintain a high level of service, including providing individual and team performance feedback. Maintain individual and group performance documentation according to NGV policies and procedures.6. Initiate, participate in and support inter-and cross-departmental projects as required. Contribute to departmental, team goals and participate and support organisational change initiatives and activities as required, including ensuring a safe and healthy environment for colleagues, visitors and stakeholders.7. Ensure that information is created and managed according to the Information Management policy and procedures, including compliance with privacy and data security requirements and 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 and representing a Membership group, along with high level capability to analyse and project Membership success based on data and analysis. 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>Creativity, innovation, initiative, accountability and flexibility</u>: generates new ideas and translates ideas into creative outcomes or workplace improvements. Draws on a range of information sources to identify new ways of doing things, and actively influences events and promotes ideas. Proactive and self-starting, seizes opportunities and acts upon them. Takes responsibility for own actions. Adaptable, recognises the merits of different options and acts accordingly. 4. <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. 5. <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. 6. <u>High-level written and verbal communication skills</u>: confidently conveys ideas and information in a clear and interesting way to audiences, team members and other stakeholders. Understands and meets the needs of the target audience. Demonstrates high-level skills in writing, editing and critically reviewing texts and content to ensure it is engaging, appropriate, understandable and contains necessary information for a range of different audiences. 7. <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.
3. OTHER RELEVANT SKILLS, KNOWLEDGE AND EXPERIENCE	<ul style="list-style-type: none"> • Previous experience with CRM software highly desirable. • Previous Membership experience across various industries including the commercial sector would be advantageous.
4. KEY RELATIONSHIPS	Build and maintain effective working relationships across the NGV and with external key stakeholders, and in particular with the following:



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	<ul style="list-style-type: none">• Executive Management Team, Associate Directors and staff.• Head of Audience Engagement and senior staff within the Curatorial and Audience Engagement department and across the areas of Public Programs, Customer Service, Learning, Members, Curatorial and Publications.• Other staff, including those from Exhibitions Management and Design, Marketing, Media and Public Affairs, Corporate Partnerships, Fundraising & Events, Governance, Policy, Planning & IT, and Finance.• Internal and external service providers.• Other senior staff.
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 Act 2005</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	<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>



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