

## POSITION DESCRIPTION

<b>The Position:</b>	<b>Marketing &amp; Communications Coordinator</b>
<b>Reports to:</b>	Deputy Director—Commercial Operations & Development
<b>Division, Work Unit:</b>	Commercial Operations
<b>Term:</b>	Full time position—ongoing
<b>Salary:</b>	\$67,757 + superannuation per annum (2C)
<b>Location:</b>	55 Little Malop Street, Geelong VIC 3220
<b>1. Gallery purpose:</b>	<p><b>Geelong Gallery’s purpose is to provide an experience of art that will enrich people’s lives.</b> Geelong Gallery aims to be impactful through the four pillars of its Strategic Plan:</p> <ol style="list-style-type: none"> <li>1. to deliver artistic and cultural advancement for the community thus making Geelong a more liveable City;</li> <li>2. to bring economic benefit to the region through tourism arising from its exhibitions and events,</li> <li>3. to connect and empower people by promoting equity, diversity, inclusion, access and lifelong learning,</li> <li>4. to expand its premises to provide greater access to its collections and exhibitions, in order to significantly enhance the delivery of its aims in the first, second and third pillars.</li> </ol>
<b>2. Primary focus of the position:</b>	<p>Reporting to the Deputy Director—Commercial Operations and Development, the specific focus of this position is to develop and deliver the organisation’s Marketing and Audience Engagement Plan in line with the 2020-2023 Strategic Plan.</p> <p>Geelong Gallery’s commercial operations aim to generate a significant stream of revenue for the organisation and encompass Exhibitions, Visitor Services, the Volunteer Program, Retail, Fundraising, Partnerships, Membership and Events. Commercial Operations are integrated with all aspects of the Gallery with marketing and communications content driven by the exhibitions program and the Gallery’s collection and related education and public programs.</p> <p>The incumbent will report directly to the Deputy Director and will form part of the Commercial Operations team under the Deputy Director’s management.</p> <p>The Marketing and Communications Coordinator position is a multitasking role operating in a flexible team environment.</p>
<b>3. Key Responsibilities</b>	<ol style="list-style-type: none"> <li>1. Under the direction of the Deputy Director, identify opportunities and undertake activities in support of the Gallery’s Marketing and Audience Engagement strategy relating to the 2020–2023 Strategic Plan. <ol style="list-style-type: none"> <li>1A. Collate statistical data (quantitative and qualitative) for bi-monthly reporting activities against the Strategic Plan.</li> <li>1B. Stay up to date with industry advancements and new technologies, briefing the team on relevant opportunities or developments where relevant.</li> <li>1C. Contribute to the development and annual review of the organisation’s Marketing and Audience Engagement Plan.</li> </ol> </li> </ol>

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2. Implement Geelong Gallery's brand and style guide consistently across the organisation's collateral, including, maintaining tone of voice and undertaking design activities, producing advertisements, acquittals, floorplans, display signage, internal flyers, media releases, online publications, partnership or sponsor documentation, wayfinding signage and other applications or documents as required.
3. Facilitate the growth and development of Geelong Gallery's digital audiences and build remote access to the organisation's cultural and commercial activities through the development of high-quality, sophisticated and contemporary marketing:
  - 3A. Advocate for and identify opportunities to build the organisation's brand awareness, reach and commercial success.
  - 3B. Deliver multi-channel digital marketing and promotional campaigns across all areas of the organisation, including: Access programs, Collection, Exhibitions, Fundraising, Geelong Gallery Store, Learn programs and Early Learning, Membership programs, Partnerships, Public programs and Support groups (including Geelong Contemporary and Geelong Conservation) and Venue Hire.
  - 3C. Coordinate and undertake administration of e-news, social media engagement (Facebook, Instagram, LinkedIn and Twitter) and website activities. Collaborate with team members to prepare strategically planned and engaging communications; liaise with the Senior Curator and Registrar to secure copyright clearances; organise and archive the documentation of Gallery events and programs; maintain the Gallery's website, ensuring all content is up-to-date and optimised (including SEO). Engage appropriately, and in a timely fashion, with social media users under the direction of the Deputy Director (weekdays only).
  - 3D. Coordinate cross-promotional activities with arts and tourism organisations, including ARC, Art Almanac, Art Guide Australia Arts Atlas Geelong, Art Collector, Art Education Victoria, ArtsHub, Choose Art, Geelong Major Events, RACV, and Tourism Australia (ATDW), Victoria Together, and others as required.
  - 3E. Coordinate the administration and support the development of digital or multimedia audience engagement projects, including but not limited to, Applications, Augmented Reality, Podcasts, Videos, Virtual reality, Virtual programs, Virtual tours or exhibitions and more.
4. Supervise and support communications staff, including the Digital Support Officer and Digital Trainees, in consultation with the Deputy Director.
  - 4A. Support the recruitment, selection, training, supervision and performance management of communications staff.
  - 4B. Undertake weekly meetings to maintain the development of robust workplans and training systems.
5. Support the Deputy Director in the execution of advertising and promotional campaigns including bookings and submission of content.

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	<p>6. Build upon organisational values of equity, diversity, inclusion, access and lifelong learning by implementing the Geelong Gallery Equity Action Plan with the guidance of the Deputy Director.</p>
<p><b>1. Professional practice</b></p>	<ol style="list-style-type: none"> <li>1. Contribute to and support the Geelong Gallery mission, and participate in organisational initiatives and activities as required (including ensuring a safe and healthy environment for colleagues, visitors and stakeholders).</li> <li>2. On occasion to perform other duties or undertake special projects in addition to the above key responsibilities as deemed appropriate</li> </ol>
<p><b>2. Key selection criteria:</b></p>	<p>The successful candidate must possess the following attributes to perform well in this role:</p> <ol style="list-style-type: none"> <li>1. Demonstrated experience in the generation of marketing and promotional campaigns for digital applications, including e-news, social media and website development, from strategy to delivery.</li> <li>2. Demonstrated experience in creative content design, including the ability to utilise Adobe Creative Suite: InDesign, Illustrator, Lightroom, Premiere and Photoshop.</li> <li>3. Strong written and visual communication skills with an understanding of best practices for writing and editing, and excellent attention to detail to maintain the sophistication of Geelong Gallery’s brand.</li> <li>4. Proven ability to work collaboratively, with excellent interpersonal skills to foster and sustain relationships with fellow team members, institutional colleagues, visitors (online and in-house), and Gallery stakeholders and support groups.</li> <li>5. Previous experience in effectively supervising staff, with the ability to mentor individuals to achieve training and development standards.</li> <li>6. Ability to be agile, adaptive, and flexible in a fast-paced work environment, with the capacity to prioritise competing tasks and respond to short deadlines.</li> <li>7. Tertiary qualification in Arts, Communications or Marketing or equivalent, demonstrated experience.</li> </ol>
<p><b>3. Organisational relationships</b></p>	<ul style="list-style-type: none"> <li>• Reports to the Deputy Director</li> <li>• Internal liaisons—all Gallery staff and Gallery support groups</li> <li>• External liaisons—members of the public, social media platform users, exhibiting artists, casual staff and contractors (such as photographers), media publications, and graphic designers.</li> </ul>
<p><b>4. Other relevant skills, knowledge &amp; experience:</b></p>	<p>The successful candidate should also have:</p> <ol style="list-style-type: none"> <li>1. Work experience in a public gallery or similar organisation is desirable</li> <li>2. Highly developed communication and interpersonal skills with a demonstrated knowledge of social media platforms and audience development strategies.</li> <li>3. Demonstrated ability to prepare accessible texts for public presentation and an ability to respond in a measured way to social media interactions.</li> </ol>

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	<ol style="list-style-type: none"><li>4. Highly organised with a flexible approach when dealing with competing priorities.</li><li>5. Working with children check.</li><li>6. An appreciation for cultural diversity and an ability to work with people from diverse backgrounds</li></ol>
<b>5. Other relevant information:</b>	<ul style="list-style-type: none"><li>• The successful applicant will be required to undergo security clearances performed by the Victorian Police Records Check.</li><li>• Geelong Gallery is an Equal Opportunity Employer and operates a smoke-free work environment.</li><li>• Geelong Gallery is a welcoming workplace and encourages people with disabilities to apply. If you think you could be a good addition to our team, we'd love to receive your application.</li></ul>
<b>6. About the role statement:</b>	This role statement is intended to provide an overall view of the role but in addition to this document, the specifics of the role will be described in business work plans.

### **Closing date: 5pm Friday 6 August 2021**

Applications should include a covering letter addressing the Key Responsibilities and additional paragraphs addressing the Key Selection Criteria of the Position Description.

### **Applications should be submitted to**

[penny@geelonggallery.org.au](mailto:penny@geelonggallery.org.au)

Human Resources

Geelong Gallery

55 Little Malop Street

Geelong VIC 3220

Confidential telephone conversations to discuss this role can be arranged with the Deputy Director

[penny@geelonggallery.org.au](mailto:penny@geelonggallery.org.au)