

## POSITION DESCRIPTION

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| <b>The Position:</b>                     | <b>Audience Engagement &amp; Learning Manager</b>  |
| <b>Reports to:</b>                       | Deputy Director & Chief Operating Officer (COO) (with essential consultation with Senior Curator)  |
| <b>Work Unit:</b>                        | Commercial Operations  |
| <b>Term:</b>                             | This position is full-time EFT 1.0 (5 days per week) – ongoing   |
| <b>Salary:</b>                           | Level 3A \$80,138 + 11.5% superannuation per annum   |
| <b>Location:</b>                         | 55 Little Malop Street, Geelong VIC 3220   |
| <b>Start Date:</b>                       | To be negotiated. As an integral role it is important that the successful candidate commences as soon as practicable.  |
| <b>1. Gallery Purpose:</b>               | <p>Geelong Gallery's purpose is to provide an inclusive experience of art that will enrich people's lives.</p> <p>Geelong Gallery is impactful through four strategic pillars:</p> <ol style="list-style-type: none"> <li><b>Creative &amp; Cultural Leadership:</b> to play a distinctive leading role in the public gallery sector, and to enrich the creative and cultural life of our community and region by sharing in and activating the City of Greater Geelong's vision of a 'clever and creative city'</li> <li><b>Business Excellence:</b> to ensure a robust and progressive creative industries business that delivers economic benefit to the region through cultural tourism and the visitor economy.</li> <li><b>Equity &amp; Learning for Everyone:</b> to connect and empower people by demonstrating and promoting equity, diversity, inclusion, access, and lifelong learning.</li> <li><b>A Future Gallery:</b> to deliver a significantly expanded Gallery as a priority infrastructure project of local and State significance and realise the next major milestone towards the completion of the Geelong Cultural Precinct Masterplan.</li> </ol>  |
| <b>2. Primary focus of the position:</b> | <p>The <b>Audience Engagement &amp; Learning Manager (AE&amp;LM)</b> reports to the Deputy Director &amp; COO and liaises closely with the Senior Curator to better reach and engage current audiences and to grow audiences for the future. The AE&amp;LM is responsible for the creation and implementation of an Audience Engagement &amp; Learning program in line with the Geelong Gallery Strategic Plan 2025–30 that prioritises diverse learning for everyone through community participation and inclusive, interactive, and immersive programming focused on the permanent collection and exhibitions program. KPIs will be set for the individual based upon the Strategic Plan 2025–30.</p> <p>A significant component of the role, with the support of the Deputy Director, is the development of benchmarks and metrics to assess program performance, including the engagement of new audiences. The AE&amp;LM will make ongoing recommendations regarding the commencement, continuation, cessation, or changes to programming, as well as best approaches to revenue generation and community outreach.</p> <p>The role also requires, with the support of the Senior Curator, the planning and delivery of education programs based on the Gallery's collection and exhibitions for early learning, primary and secondary students in the Geelong region; the development and provision of professional development workshops for art teachers and other relevant groups in the region; the design and implementation of innovative Learning resources linked to the permanent collection and exhibitions program and enhanced Gallery involvement in the community through communication and liaison with schools, teachers and education professionals. The AE&amp;LM also works closely</p> |

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|  | <p>with the Senior Curator in developing public programs for general audiences (all ages and abilities) aligned with the collection and exhibitions, and the programming of the Learn Space (including the delivery of the annual Future Creatives student exhibition).</p> <p>The AE&amp;LM requires multitasking and working within a flexible team environment.</p>   |
| <p><b>3. Key Responsibilities</b></p>  | <ol style="list-style-type: none"> <li>1. Create an Audience Engagement program based on research and in consultation with the Senior Management Team to engage diverse audiences and to develop and implement evaluation strategies to assess the impact of the audience engagement plan.</li> <li>2. Review and enhance Geelong Gallery's overall Learning program to reflect the current Victorian curriculum, including a focus on STEM/STEAM. Run Learning programs in the Gallery and outreach-based providing direction and delegation to the casual education staff on an as-needs basis (and subject to annual budgetary allocations).</li> <li>3. In consultation with the Senior Curator, devise and deliver curriculum-relevant material, Learning resources, workshops and programs in relation to, and interpreting, the permanent collection and temporary exhibitions program for groups of students, early learning, primary, secondary, tertiary and special education, as appropriate.</li> <li>4. Distribute and activate curriculum-based Learning resources accompanying travelling exhibitions, provided by partner organisations.</li> <li>5. Review and enhance communication methods and relationships with local learning institutions from early childhood to tertiary institutions providing professional development and mentoring programs for teachers particularly regarding art education.</li> <li>6. Support the Youth Projects Coordinator in the development and delivery of youth focussed programs and vocational training that enhances student pathways and enables Geelong Gallery to support the Victorian Government's Department of Education and Training commitment to providing more applied learning and vocational education opportunities for all Victorian students.</li> <li>7. Develop and deliver new interactive and immersive programming and strategies to encourage deeper community participation in programs that engage new and existing audiences at the Gallery. In consultation with the Senior Curator, devise a calendar of public programs that complement exhibition content and the permanent collection.</li> <li>8. Strengthen and develop strategic alliances and community partnerships with schools, community organisations, state-wide galleries and museums and arts organisations to build sustainable relationships that lead to new audiences.</li> <li>9. Engage Gallery volunteers and casual staff in programmatic and outreach efforts.</li> <li>10. Represent the Gallery in the community at meetings, events and online, in consultation with the Deputy Director &amp; COO, with a goal to provide leadership and inspire increased active participation in Gallery programs in the region.</li> <li>11. Maintain effective liaison and ongoing reporting with and for the Department of Education and Early Childhood Development to ensure the Gallery Learn program is meeting the curriculum needs of schools as established by these agencies.</li> <li>12. Work with the Deputy Director to market Audience Engagement &amp; Learning programs through Gallery marketing channels. As requested, provide statistics for Board reporting and funding acquittals.</li> </ol> |
| <p><b>4. 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. Contribute to and support the Geelong Gallery's Strategic Plan 2025–30 by providing exceptional programs to enhance <i>Equity &amp; Learning for Everyone</i>.</li> </ol>  |

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|   | <ol style="list-style-type: none"> <li>3. Participate in Geelong Gallery's corporate life including attendance at and assistance with openings, stakeholder events and other after-hours programs as required.</li> <li>4. On occasion, perform other duties or undertake special projects in addition to the above key responsibilities as deemed appropriate.</li> </ol>   |
| <p><b>5. Key selection criteria:</b></p>                            | <p>The successful candidate must possess the following attributes in order to perform well in this role:</p> <ol style="list-style-type: none"> <li>1. Five years minimum experience working in museums, cultural organisations or relevant commercial settings creating and/or managing audience engagement programs.</li> <li>2. Relevant tertiary qualifications.</li> <li>3. Demonstrated capacity for critical and creative thinking, program evaluation and audience research, and analysis of data and subsequent reporting.</li> <li>4. Demonstrated knowledge and experience in the design and delivery of curriculum for early learning, primary and secondary school students related to the visual arts and the implementation of VELS across the curriculum.</li> <li>5. Exceptional interpersonal and persuasive communication skills to operate both independently, and in a collaborative, team-orientated environment, and to meet the requirements of program delivery.</li> <li>6. Strong organisational skills and the ability to manage numerous projects simultaneously.</li> <li>7. Strong writing skills and attention to detail in generating texts for distribution.</li> <li>8. Flexibility to work evenings and weekends as program schedule demands.</li> </ol> |
| <p><b>6. Other relevant skills, knowledge &amp; experience:</b></p> | <p>The successful candidate should also have:</p> <ol style="list-style-type: none"> <li>1. Demonstrated management and administrative abilities.</li> <li>2. Experience with revenue generation through cultural programming.</li> <li>3. An appreciation for cultural diversity and an ability to work with people from diverse backgrounds.</li> </ol>  |
| <p><b>7. Other relevant information:</b></p>                        | <ul style="list-style-type: none"> <li>• The successful candidate will be subject to a six-month probationary period.</li> <li>• Office hours are 9.00am to 5.30pm Monday to Friday with weekend and after-hours work when required.</li> <li>• This role is required onsite during office hours.</li> <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> </ul>  |
| <p><b>8. About the role statement:</b></p>                          | <p>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.</p>  |

Applications should include a current resumé, and a covering letter addressing the Key Responsibilities and additional paragraphs addressing the Selection Criteria of the Position Description. **Applications should be submitted by 11:59pm Thursday 3<sup>rd</sup> April 2025**

Andrew Deane  
Deputy Director & Chief Operating Officer  
People & Culture  
Geelong Gallery  
55 Little Malop Street  
Geelong VIC 3220

Confidential telephone conversations to discuss this role can be arranged with the Deputy Director & Chief Operating Officer, **Andrew Deane** [andrew@geelonggallery.org.au](mailto:andrew@geelonggallery.org.au)