

The Position:	Digital Traineeship
Reports to:	Marketing & Communications Coordinator
Division, Work Unit:	Commercial Operations
Term:	0.06 position (5 hours per week) for fixed 12 month period (17 January 2022 to 16 January 2023)
Location:	55 Little Malop Street, Geelong VIC 3220
1. Gallery Mission:	Geelong Gallery aims to contribute to the life and well-being of the city by operating the best regional gallery in Australia, with strong community engagement based on the excellence of its collection, its creative lifelong learning experiences and innovative exhibitions.
2. Primary focus of the position:	<p>Geelong Gallery's commercial operations aim to generate a significant stream of revenue for the organisations overall operations and encompass Visitor Services, the Volunteer Program, Retail, Membership and Events. Commercial Operations are integrated with all other aspects of the Gallery including its exhibitions and collection, education and public programs, marketing and communications.</p> <p>Reporting to the Marketing & Communications Coordinator, the specific focus of this position is to develop youth-focused digital content for the Gallery.</p> <p>The Digital Traineeship position is a multitasking role operating in a flexible team environment.</p>
3. Key Responsibilities	<ol style="list-style-type: none"> 1. Prepare strategically planned and engaging texts for application to an agreed digital platform. 2. Work collaboratively with the Marketing & Communications Coordinator and the other Digital Trainee. 3. Select images sourced from collection, other cultural institutions, and your own personal influences to support digital media content respecting copyright requirements and seeking approvals from third parties. 4. Attend weekly meetings with the Marketing & Communications Coordinator.
4. Professional practice	<ol style="list-style-type: none"> 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). 2. On occasion to perform other duties or undertake special projects in addition to the above key responsibilities as deemed appropriate
5. Key selection criteria:	<p>The successful candidate must possess the following attributes in order to perform well in this role:</p> <ol style="list-style-type: none"> 1. Demonstrated experience in the generation of content for social media and online applications. 2. Excellent communication and interpersonal skills to foster and sustain relationships with institutional colleagues, visitors (online and in-house), and Gallery stakeholders and support groups.
6. Organisational relationships	<ul style="list-style-type: none"> • Reports to the Deputy Director and Marketing & Communications Coordinator • External liaisons – members of the public, social media platform users

<p>7. Other relevant skills, knowledge & experience:</p>	<p>The successful candidate should also have:</p> <ol style="list-style-type: none"> 1. Highly developed communication and interpersonal skills with a demonstrated knowledge of social media platforms and audience development strategies. 2. Demonstrated ability to prepare accessible texts for public presentation and an ability to respond in a measured way to social media interactions. 3. Highly organised with a flexible approach when dealing with competing priorities 4. Working with children check 5. An appreciation for cultural diversity and an ability to work with people from diverse backgrounds
<p>8. Other relevant information:</p>	<ul style="list-style-type: none"> • The successful applicant will be required to undergo security clearances performed by the Victorian Police Records Check. • Geelong Gallery is an Equal Opportunity Employer and operates a smoke-free work environment. • A remote working environment is required due to COVID 19 health requirements—please ensure your desk is suitable and sign and adhere to the Gallery's Working from Home policy.
<p>9. About the role statement:</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>