

NATIONAL PORTRAIT GALLERY

POSITION DESCRIPTION

Position Details	
Title	Communications Manager (non-ongoing 18-month contract)
Classification	EL1, PN 6769
Salary	\$115,183 - \$135,659
Section	External Relations
Security Clearance	National Police Check Only
Contact Officer	Sarah Oakes – Director, External Relations sarah.oakes@npg.gov.au or 02 6102 7068

We acknowledge the Ngunnawap and Ngambri peoples, the Traditional Custodians of the Canberra region, upon whose lands the National Portrait Gallery stands.

About us

The National Portrait Gallery (NPG) aspires to tell the evolving story of Australian identity through art. We use portraiture to increase understanding and appreciation of Australian people – their identity, history, culture, creativity and diversity. We are open 364 days a year, offering visitors the opportunity to view the collection and special exhibitions, and participate in a variety of public and educational programs. The Gallery also offers venue hire for private and corporate events and houses a popular cafe and bookstore.

We recognise the great contribution from our staff in realising our mission and values; and encourage applications from Aboriginal and/or Torres Strait Islander people, the LGBTQIA+ communities, people with disability and people from culturally and linguistically diverse backgrounds.

We're committed to ensuring a child safe and child friendly environment, and to sustaining a safe workplace and inclusive culture. Our staff actively contribute to the wellbeing and safety of our visitors and each other.

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The position

We are seeking an experienced Communications Manager to lead a small team responsible for the day-to-day communications and public relations for the National Portrait Gallery. The successful applicant will work closely with the Director, External Relations, and the NPG Executive team to strategically manage media engagement, provide ethical advice and execute communications plans for exhibitions and the broader Gallery.

Based in one of Canberra's most stunning buildings, you will be part of a vibrant team responsible for the Gallery's marketing and communications, partnerships, publications, design, philanthropy and membership.

Specific Tasks

- Lead a small team, with at least one direct report, to deliver a range of high-quality communication, media and public relations campaigns and projects with the aim of promoting the Gallery, its exhibitions and programs.
- Work with curators, the executive and the Gallery's publicist to craft messaging, workshop issues and develop PR campaigns and opportunities for exhibitions, events, the commissions program and the Gallery.
- Work with the Executive team during crisis management events to craft effective messaging; provide ethical advice and strategically engage with media.
- Working closely with the Gallery's Publicist, manage and maintain constructive relationships with the media.
- Manage communications events, including organising media previews and previews of the Gallery exhibitions and programs.
- Triage and manage media enquiries, track media coverage; analyse and present data for reporting. Oversee media assets including media releases and media kits.
- Develop media management strategies that proactively engage the media while managing reputational risk. Assist in managing current media partnerships and cultivate new ones.
- Develop and deliver key messages, talking points and speeches for the Gallery Director and Executive team as required.
- Write, edit and proofread external facing Gallery communications as required.
- Provide input to Board papers, exhibition and other reports as requested by the Director.

Selection Criteria

To be successful in this role you will need to demonstrate, or be capable of developing:

1. Ability to represent the Gallery by promoting its interest within the community and the ability to negotiate with a clear understanding of the key issues.
2. The ability to inspire a sense of purpose and direction, harnessing the skills of a small team to achieve results. The ability to take responsibility to prioritise work, in the face of competing priorities and deadlines while maintaining accuracy.
3. Demonstrate effective communication and relationship management skills to engage key stakeholders, both internal and external, with clarity and positive outcomes.
4. Versatility, flexibility and creativity in aligning your work with the strategic priorities of the Portrait Gallery.
5. The ability to communicate with influence, including negotiating persuasively, understanding and adapting to the audience, and building strong relationship, with a diverse range of stakeholders, particularly media.
6. The ability to act with integrity, showing accountability, judgement and professionalism.

Qualifications and experience – desirable:

- A tertiary qualification in Communications, or four to five years' experience in the field.
- Previous experience in the GLAM sector will be highly regarded.

Applicant information

In no more than two A4 pages, please tell us how your skills, knowledge, experience and qualifications make you the best person for this job.

Email your application, a current CV and the [application coversheet](#) to hrrservices@npg.gov.au by the deadline listed below.

If you need more information, please get in touch with Sarah Oakes, Director, External Relations, sarah.oakes@npg.gov.au or 02 6102 7068.

Applications close midnight Monday 21 October 2024.

SAFETY AND WORK ENVIRONMENT

ADMINISTRATIVE TASKS	FREQUENCY
Computer based work, sitting or standing at a desk	Frequently
Extensive typing or data entry	Occasionally
Graphical, video production or analytical work	Frequently
Access to designated workstation	Frequently

WORKING HOURS	FREQUENCY
Flexible working hours	Frequently
Fixed start/finish times	Occasionally
Intensive work over an extended period to achieve a deadline	Occasionally
After hours events or programs	Occasionally
Peaks and troughs of high and low workload	Occasionally
Overtime	Rarely
Rostered shift work	Never
Rostered 24/7 on call	Never

SOCIAL DEMANDS	FREQUENCY
Work with others towards shared goals in a team environment	Frequently
Work in isolation from other staff (remote supervision)	Never
Work directly with visitors and the public	Frequently
Produce work that is subject to critique or external review	Frequently

PHYSICAL DEMANDS	FREQUENCY
Walking long distances	Never
Standing for long periods	Rarely
Working outdoors	Rarely
MANUAL HANDLING	FREQUENCY
Lifting 0 – 5kg	Rarely
Lifting 5 – 10kg	Rarely
Lifting 10kg+	Never
Handling collection items	Never
Climbing	Never
Reaching	Rarely
Bending/squatting	Rarely
Push/pull	Rarely
Repetitive movements in a short amount of time	Rarely

TRAVEL	FREQUENCY
Locally	Frequently
Interstate	Occasionally
SPECIFIC HAZARDS	FREQUENCY
Working at heights	Never

Exposure to extreme temperatures	Never
Operation of heavy machinery e.g. forklift	Never
Excessive noise	Rarely
Low lighting	Never
Handling of dangerous goods/equipment	Never
Mandatory Personal Protective Equipment required	Never
SAFETY TRAINING, PERMITS AND CERTIFICATES	REQUIRED
NPG Induction	✓
Driver's Licence	X
WHS Awareness for Workers	✓
WHS Awareness for Supervisors	✓
Manual Handling	✓
Provide First Aid	X
Fire Warden	X
Chief Warden	X
Business Continuity	✓
Hostile Intruder and Lockdown	✓
White Card	X
High Risk Work Licence	X
Work Safely at Heights	X
Elevated Work Platform	X
Verification of Competency for plant and equipment	X
DESIGNATED EMERGENCY ROLES	REQUIRED
First Aid Officer	X
Area Warden	X
Floor Warden	X
Deputy/Chief Fire Warden	X
Business Continuity Team Member	✓
Business Continuity Team Leader/Deputy	X
Authorised Officer	X

Applicants must possess or have the ability to obtain the required safety training, permits and certificates. Any safety training required is provided by the NPG.