

NATIONAL PORTRAIT GALLERY

POSITION DESCRIPTION

December 2024

Position Details	
Title	Marketing and Events Coordinator
Classification	APS5 PN6018
Salary	\$83,145 - \$89,587
Section	External Relations
Security Clearance	National Police Check
Contact Officer	Trish Kevin 02 6102 7004 email patricia.kevin@npg.gov.au

We acknowledge the Ngunnawal 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 cutting-edge 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.

The position

Reporting to the Manager, Marketing and Partnerships, the role sits within the External Relations section, which drives the Gallery's brand, marketing, media, corporate partnerships, advertising, social media, publications, philanthropy, design and merchandise. The occupant of this role is specifically responsible for coordination of marketing and event activities as well supporting the delivery of partnerships benefits. To be successful in this role the occupant will be personable, possess the ability to represent the Portrait Gallery to partners and stakeholders, and have an interest in the cultural sector. They must have the capacity to show initiative, contribute ideas, be organised, and comfortable managing competing priorities in a busy work environment.

Specific Tasks

Under general direction from the Manager, Marketing and Partnerships, the successful applicant will:

- Assist with the planning, coordination and implementation of marketing strategies for Gallery exhibitions, events and programs.

- Assist with the planning and execution of exhibition launches and marketing events, and contribute ideas to event conception
- Assist with the management of the Gallery's corporate sponsors, including coordinating tracking and delivery of benefits, assisting with event and content development and delivery.
- Develop end of cycle partnership reports; assist in the development and updating of agreements; contribute ideas to collaborate with partners and expand existing partnerships. Assist the Manager, Marketing and Partnerships to research partnership prospects and develop partnership proposals.
- Assist in developing and implementing media buys; booking ads, coordinating design requirements and managing deadlines.

Selection Criteria

1. Excellent interpersonal skills with the ability to maintain productive working relationships with a range of stakeholders, clients and staff, and operate professionally.
2. Demonstrated experience in delivering events including managing logistics, suppliers, internal and external stakeholders.
3. Demonstrated experience in a marketing role and the ability to deliver tailored key messages about the Gallery's events, programs and exhibitions.
4. Demonstrated ability to communicate effectively both verbally and in writing, including the ability to prepare high quality and accurate reports and pitch documents.
5. Excellent administration skills, with the ability to prioritise, plan and organise work to meet deadlines. The ability to work independently and be accountable for work output.
6. Experience in using, or the ability to learn, digital suites to develop presentations and reports; effective use of a Customer Relationship Management system.

Industry specific - desirable:

- A tertiary qualification in Marketing or three years' experience in a marketing, events or partnerships role will be well regarded.
- Experience in Tessitura.

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 Trish Kevin, Manager, Marketing and Partnerships, 02 6102 7004 or by email at Patricia.Kevin@npg.gov.au.

Applications close midnight Sunday 16 February 2025.

SAFETY AND WORK ENVIRONMENT

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

WORKING HOURS	FREQUENCY
Flexible working hours	Occasionally
Fixed start/finish times	Occasionally
Intensive work over an extended period to achieve a deadline	Occasionally
After hours events or programs	Frequently
Peaks and troughs of high and low workload	Occasionally
Overtime	Occasionally
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)	Frequently
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	Rarely
Standing for long periods	Occasionally
Working outdoors	Rarely
MANUAL HANDLING	FREQUENCY
Lifting 0 – 5kg	Frequently
Lifting 5 – 10kg	Frequently
Lifting 10kg+	Occasionally
Handling collection items	Never
Climbing	Rarely
Reaching	Occasionally
Bending/squatting	Rarely
Push/pull	Rarely
Repetitive movements in a short amount of time	Rarely

TRAVEL	FREQUENCY
Locally	Rarely
Interstate	Rarely
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	Rarely
Handling of dangerous goods/equipment	Never
Mandatory Personal Protective Equipment required	Occasionally
SAFETY TRAINING, PERMITS AND CERTIFICATES	REQUIRED
NPG Induction	✓
Driver's Licence	X
WHS Awareness for Workers	✓
WHS Awareness for Supervisors	X
Manual Handling	✓
Provide First Aid	X
Fire Warden	X
Chief Warden	X
Business Continuity	X
Hostile Intruder and Lockdown	X
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	X
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.