

# NATIONAL PORTRAIT GALLERY

## POSITION DESCRIPTION

Position Details	
<b>Title</b>	<b>Social Media and Content Coordinator</b>
<b>Classification</b>	APS6 PN7192, Ongoing
<b>Salary</b>	\$92,713 - \$108,785
<b>Section</b>	External Relations
<b>Security Clearance</b>	National Police Check
<b>Contact Officer</b>	Trish Kevin, Manager Marketing and Partnerships 02 6102 7004 or email <a href="mailto:patricia.kevin@npg.gov.au">patricia.kevin@npg.gov.au</a>

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

Working directly to the Manager, Marketing and Partnerships, the Social Media and Content Coordinator will work with the team to promote the Gallery's exhibitions and programs and raise general brand awareness. They will be specifically responsible for the strategic direction of the National Portrait Gallery's social media accounts, building audiences on Facebook, Instagram and LinkedIn, as well as developing the fortnightly eDM, crafting content, designing and deploying digital marketing. The role will drive the social media strategy to increase reach nationally and around the world, and is responsible for implementing it successfully. The position works across the External Relations team to write marketing and program copy, manage and edit video content, assist with in-person events and support general marketing and communications operations.

**Applicants should be aware that the role includes some afterhours and weekend work during peak delivery periods.**

### **Specific Tasks**

1. Develop and execute the National Portrait Gallery's social media strategy, driving real engagement between the organisation and audiences. Maintain the overall social content calendar for the Gallery, ensuring high levels of creativity, and an engaging, relevant and timely mix of content. Assist with the development and placement of organic/paid social media ads.
2. Day-to-day socials channel monitoring, moderation and listening on behalf of the Gallery. Identify and set goals for growth, engagement and revenue in social and digital content. Establish metrics, measure engagement and feed social results into Gallery-wide evaluation.
3. Design and deploy digital marketing, specifically the Gallery's eDMs including the fortnightly newsletter and family programs emailers, ensuring content is on brand and on message, and delivered thoughtfully and in a timely manner.
4. Working with the External Relations team, support the development and execution of marketing and communications strategies for exhibitions and programs, contributing ideas and advice that drive engagement and build the Gallery's reputation.
5. Execute marketing activations and coordinate campaigns that promote the Gallery, its programs and events to the broadest possible audience, as well as effectively using of the Gallery's CRM, Tessitura, to drive engagement and visitation.
6. Foster positive relationships with internal and external stakeholders, including the National Portrait Gallery executive, colleagues, artists, partners, media, and social media influencers to raise the profile of the organisation.
7. Create compelling content using graphic design software and digital production suites for use across social media and other digital platforms.

### **Selection Criteria**

1. Demonstrated experience in successfully managing multiple social media channels for a cultural institution or other similar organisation, including developing engaging, collection and exhibition-based content that is strategically aligned and achieves results.
2. Highly developed ability to use digital production suites to create high quality videos and photographs for social channels.
3. Possesses sound judgement with the ability to manage stakeholders, diffuse difficult conversations and identify risks.
4. Demonstrated ability to communicate effectively in writing for an external audience, and the ability to adapt writing style for different audiences, including eDMs.
5. Excellent time management skills, with the ability to prioritise, plan and organise work to meet deadlines. The ability to work independently and be accountable for work output, as well as show leadership in a team environment.
6. Demonstrated awareness of the issues relating to marketing, promotional strategies, data management and reporting in a publicly funded institution.

### **Industry specific – desirable:**

1. Relevant degree in art history, marketing, digital communications or equivalent, or minimum of 4 years managing social media accounts and content.
2. Audio-visual and digital production including experience with camera and sound recording (Canon DSLR preferable) and experience with job specific software including MacOS, Adobe CC (Premiere, After Effects, Photoshop), Final Cut X.
3. Experience using Sprout Social and/or 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 [hrservices@npg.gov.au](mailto:hrservices@npg.gov.au) by the deadline listed below.

If you need more information, please contact Trish Kevin, Marketing and Partnerships Manager, [Patricia.Kevin@npg.gov.au](mailto: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

MANDATORY PERSONAL PROTECTIVE EQUIPMENT	REQUIRED
Safety Footwear (operation of heavy machinery/lifting)	X
Gloves (Lifting/exposure to extreme temperatures/ handling of dangerous goods/equipment)	X
Hearing Protection (excessive noise)	X
Hi Visibility Clothing (operation of heavy machinery)	X
Protective Eyewear (handling of dangerous goods/equipment)	X
Warm Clothing (exposure to extreme temperatures)	X

SAFETY TRAINING, PERMITS AND CERTIFICATES	REQUIRED
NPG Induction	✓
Driver's Licence	✓
WHS Awareness for Workers	✓
WHS Awareness for Supervisors	✓
Manual Handling	✓
Provide First Aid	✓
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

***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.***

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	✓