



# ROLE STATEMENT

<b>THE POSITION:</b>	<b>SOCIAL MEDIA ASSISTANT</b>
<b>POSITION NUMBER/CLASSIFICATION:</b>	7182 / VPS 2.2
<b>REPORTS TO:</b>	Social Media Officer
<b>WORK UNIT:</b>	<b>Marketing</b>
<b>ORGANISATION:</b>	National Gallery of Victoria
<b>LOCATION:</b>	180 St Kilda Rd, Melbourne 3004
<b>DATE OF REVIEW</b>	July 2024
<b>VISION</b>	Creating an inspiring future: enriching our understanding of art and life.
<b>PRIMARY FOCUS OF THE POSITION:</b>	The position is responsible for assisting with the coordination of the NGV's social media presence.
<b>1. ACCOUNTABILITIES (DUTIES):</b>	<p>In fulfilling the primary focus of the position the incumbent will liaise with the Head of Marketing and other key stakeholders to typically:</p> <ol style="list-style-type: none"><li>1. Under the direction of the Head of Marketing and Social Media Officer, develop social media activity (brand, exhibition, collection, programs and events). This would include industry research and reporting to ensure the NGV can be at the forefront of digital.</li><li>2. Under direction, devise and write social media posts for a range of audiences that drive engagement, grow channel performance and deliver against NGV's brand strategy.</li><li>3. Liaise with the Head of Marketing and Social Media Officer to create content pieces, photography and campaigns for NGV social platforms and manage/monitor Twitter, Facebook, Instagram, LinkedIn, Spotify, YouTube, WeChat, Weibo, partnership assets, podcasts, NGV Channel, websites as well as outreach (content creators, influencers).</li><li>4. Assist with the design, briefing and coordination of paid social campaigns for marketing and internal departments covering scheduling, targeting and reporting based on analytics and best practice.</li><li>5. Utilising analytical tools available, help compile exhibition, event and partner reports.</li><li>6. Ensure Gallery-wide social / online education and activation, enabling other NGV staff to achieve the above.</li><li>7. Assist with community management, communicating with NGV audiences, influencers, partners and industry across the Gallery's social channels.</li><li>8. Contribute to departmental and team goals and participate in organisational initiatives and activities as required (including ensuring a safe and healthy environment for colleagues, visitors and stakeholders).</li><li>9. Participate in and support organisational change initiatives and model NGV values and behaviours.</li></ol>



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<p><b>2. THE PERSON – KEY SELECTION CRITERIA</b></p>	<p>To achieve the purpose of the position, the following attributes are required:</p> <ol style="list-style-type: none"> <li>1. A relevant tertiary degree and practical experience in an online communications role.</li> <li>2. <u>Creativity and innovation</u>: generates new ideas, draws on a range of information and creative sources to identify new ways of doing things, actively influences events and promotes ideas, translates creative ideas into workplace improvements and reflects on experience and is open to new ways to improve practice.</li> <li>3. <u>Detail focus</u>: observes fine details, identifies gaps in information, looks for logical sequences of information and highlights practical considerations of plans and activities.</li> <li>4. <u>Communication</u>: prepares posts, briefs, emails and reports using clear, concise and grammatically correct language, organises information in a logical sequence and includes content appropriate for the purpose and audience; speaks clearly and concisely and keeps people interested when speaking, clearly explains information and listens for feedback and uses a polite and considerate manner when dealing with others.</li> <li>5. <u>Drive and commitment</u>: demonstrates capacity for sustained effort and hard work, takes responsibility for own actions, accepts changed priorities without undue discomfort, adaptable, remains calm and in control under pressure and perseveres to achieve goals.</li> <li>6. <u>Environmental scanning</u>: consults available sources to gather relevant information, seeks the expertise and advice of the people around them and keeps up-to-date with relevant information.</li> <li>7. <u>Relationship building and teamwork</u>: establishes and maintains relationships with people at all levels, forges useful partnerships with people across business areas, builds trust through consistent actions, values and communications; cooperates and works well with others in the pursuit of team goals, collaborates and shares information and accommodates and works well with the different working styles of others.</li> <li>8. <u>Organising and planning</u>: regularly plans and tracks progress on work tasks, takes an organised, methodical approach to work and addresses priority tasks first.</li> </ol>
<p><b>3. OTHER RELEVANT SKILLS, KNOWLEDGE AND EXPERIENCE</b></p>	<ul style="list-style-type: none"> <li>• Experience creating compelling content and writing social posts for a range of audiences</li> <li>• Experience planning and implementing social media campaigns and reporting</li> <li>• Experience using Google and Facebook analytics.</li> <li>• Experience using Facebook Business, Instagram, YouTube and Twitter platforms and communities.</li> <li>• Ability to act with diplomacy and maintain confidentiality on all information relating to NGV business.</li> </ul>
<p><b>4. KEY RELATIONSHIPS</b></p>	<p>Build and maintain effective working relationships across the NGV and with external key stakeholders; and in particular with the following:</p>



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	<ul style="list-style-type: none"><li>• Assistant Director, Marketing &amp; Corporate Partnerships</li><li>• Head of Marketing</li><li>• Marketing Coordinator</li><li>• Audience engagement department staff across the areas of Public Programs, Members and Front of House</li><li>• Other staff including those from Corporate Partnerships, Media and Public Affairs, Curatorial, Fundraising, Learning and Multimedia</li><li>• External arts organisations and partners</li></ul>
<b>5. OTHER RELEVANT INFORMATION</b>	<ul style="list-style-type: none"><li>• The National Gallery of Victoria is an Equal Opportunity Employer and operates a smoke free work environment.</li><li>• Hours of duty will be according to work unit requirements.</li><li>• All employees of the National Gallery of Victoria are required to undergo security clearances performed by Australian Federal Police, and are required to undergo Human Resources and Risk, Safety, Security &amp; Environment Inductions.</li><li>• In line with the <i>Child Wellbeing and Safety Act 2005 (Vic)</i>, the National Gallery of Victoria (NGV) is committed to upholding the Victorian Child Safe Standards, to the best of its abilities and resources.</li><li>• It is the employee's responsibility to familiarise themselves with, understand and adhere to NGV's Policies and Procedures as varied from time to time.</li><li>• The NGV requires all employees to have an understanding of its Risk Management Framework.</li><li>• Conditions of employment are pursuant to the NGV's Enterprise Agreement.</li><li>• All new appointments are subject to a three month probationary period which may be subject to review.</li></ul>
<b>6. ABOUT THE ROLE STATEMENT</b>	<p>As the National Gallery of Victoria evolves to meet the changing needs of the Victorian Public, so will the roles required of its entire staff. As such, staff should be aware that this document is not intended to represent the role in which the occupant will perform in perpetuity. This role statement is intended to provide an overall view of the incumbent's role as at the date of this statement. In addition to this document, the specifics of the <i>incumbent's</i> role will be described in local area work and project plans, and in performance plans developed by the incumbent and relevant supervisor as part of the National Gallery of Victoria's performance management process.</p>
<b>7. EMPLOYEE ACCEPTANCE</b>	Signature: _____ Name: _____ Date: _____



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<b>8. MANAGER AUTHORISATION</b>	Signature: _____ Name: _____ Date: _____
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