

Position Description

Position Title:	Audience Development and Visitor Services Coordinator
Directorate:	City Wide Services
Service Unit:	Art Gallery
Salary Point:	12
Position Reports To:	Manager, Newcastle Art Gallery
Staff Management:	Front of House Officer, Audience Programs Officer
Budget Responsibility:	Yes
Date PD Reviewed:	April 2014

Organisation Context of Position

The City of Newcastle employs over 900 staff and is responsible for a local government area of 187km². Newcastle has a population of 148,000 and is the business and cultural centre of the Hunter region, home to over 620,000 people. In the heart of the Hunter Region, CN has a variety of locations across the City and encompasses 5 Directorates:

- Governance
- Strategy and Engagement
- People and Culture
- Infrastructure and Property
- City Wide Services

The purpose of the City Wide Services Directorate is to:

- Ensure CN's range of services and servicing for the community and visitors is consistently maintained at a high level throughout and across CN.
- Facilitate a high level of community connection across and on behalf of CN.
- Ensure services are set at a level that is clearly articulated to the elected CN and which are financially sustainable.
- Set a benchmark for the organisation of exemplary customer service.

The Service Units and Elements that form the City Wide Services Directorate are:

- Art Gallery (Service Element)
- Museum (Service Element)
- Civic Services
- Libraries & Learning
- Customer Service
- Waste Services
- Parks & Recreation

Workplace Health & Safety

WHS RAA Level	Level 5
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For specific WHS Responsibilities, Authorities & Accountabilities applicable to this position, the position holder will refer to the WHS Responsibilities, Authorities & Accountabilities matrix in the WH&S Management System. The person accepting the position will be required to sign off that

they have received and understood their WHS Responsibilities, Authorities & Accountabilities.

Position Responsibilities

- Develop, coordinate and implement effective audience development programs and marketing strategies that increase and diversify the quantity and quality of audiences and their engagement.
- Prepare, implement and monitor budgets, project plans and reports, within guidelines and established time frames.
- Supervise and direct the activities of the Audience Programs and Front of House Team comprising of permanent, part-time, casual, volunteers and externally contracted staff.
- Devise, deliver, monitor and evaluate audience programs and front of house services, ensuring they respond to the needs of the community, are dynamic and innovative, of high quality and cost effective.
- Develop and coordinate complimentary and collaborative marketing, public relations and media communications activities such as website and social media, print collateral, advertising and editorial copy, media releases, publications, gallery merchandise, community events and partnership products.
- Develop and maintain policies and protocols related to delivery of audience programs, front of house services, marketing and sponsorship.
- Develop strong, beneficial networks in the community, including the education and art industries and contribute to the training of Volunteer Gallery Guides.
- Research and implement activities that maximise, funding and commercial revenue generating opportunities through public and private sector partnerships, sponsorship and grants.
- Develop a strong community, business and media support network.
- Actively contribute as part of the Art Gallery's Leadership Team.
- Promote and enhance the professional image of the Art Gallery within Council and externally by providing a high standard of customer service through courteous and professional interaction.
- Ensure Council's Occupational Health & Safety System is implemented within work programs and procedures.
- Any other accountabilities or duties as directed by Supervisor / Manager which are within the employee's skill, competence and training.

It is an offence under the Commission for Children and Young People Act 1998 for a person convicted of a serious sex offence to apply for this position. Relevant Criminal History, Apprehended Violence Orders and prior employment checks, including relevant disciplinary proceedings, will be conducted on recommended applicants.

Position Selection Criteria

Essential

1. Tertiary qualifications in Arts Marketing, Art Education, Museum Studies, Arts Administration or equivalent experience.
2. Extensive experience in a public art gallery at a senior level specialising in audience development and programs with evidence of superior skills in undertaking research, planning, development, implementation and marketing of these activities.
3. Demonstrated experience in a leadership role including the management of diverse work team of staff and volunteers and a proven ability to positively contribute within a multi-disciplinary management team.
4. Demonstrated high level verbal and written communication skills with experience in the preparation and presentation of oral and written material on the visual arts to a diverse range of current or potential audiences and stakeholders.
5. Demonstrated excellent negotiation, interpersonal, time management and project management skills and the ability to determine priorities and manage competing demands.
6. Demonstrated experience in developing and implementing marketing strategies and activities including audience research, generating marketing collateral, publications, media liaison and experience in developing, negotiating and managing, partnerships, sponsorship and grant funding.
7. Extensive experience in the use of Microsoft Office
8. Demonstrated capacity to implement an Occupational Health & Safety System within the work environment.

Highly Desirable

1. Qualifications in marketing and/or public relations.