

# POSITION SUMMARY

## AUDIENCE ENGAGEMENT OFFICER 085

<b>Directorate</b>	Cultural & Community Services
<b>Section</b>	Art Gallery
<b>Classification</b>	Band 3, Level 1, Grade 6
<b>Position Status</b>	Permanent full time
<b>Commencing Salary Range</b>	\$1175.85 - \$1235.38
<b>Reports to</b>	Director, Bathurst Regional Art Gallery
<b>Direct Reports</b>	Nil
<b>Work Location</b>	Bathurst Regional Art Gallery

### Position Purpose

This role works in collaboration with the Gallery Director and Curator to develop education and public programming which enriches the artistic program and audience experience in the Gallery; manages and develops the BRAG brand identity, both online and offline; identify and develop opportunities to leverage new media and technology to promote and deliver programs to a range of audiences; manage and develop the volunteer Gallery Guides. This position offers the opportunity to work in a dynamic team environment, for one of NSW's leading regional art galleries.

### Key Responsibilities

- Develop, implement and evaluate educational programs that engage educational audiences and stakeholders across a range of modes
- Develop, implement and evaluate public programs that engage a range of audiences across a range of modes
- Develop, implement and evaluate audience development strategies or projects , to enhance the Gallery experience for all audiences
- Work closely with the Gallery Director and Curator to coordinate the design and publication of all marketing collateral (on and offline) required by the Gallery.
- Manage, develop and evaluate BRAG's online presence, ensuring the Gallery website and social media channels are optimised for online engagement.
- Work closely with the Gallery Director and Curator to identify and develop opportunities to leverage new media and technology to promote and deliver programs to a range of audiences

This document reflects the major elements and responsibilities of this position and is not designed to be prescriptive in nature. A full Position Description will be provided to candidates upon request or upon offer of employment.

- Work closely with the Gallery Director and Curator on the forward planning of the Gallery
- Manage and develop the volunteer Gallery Guides

## Selection Criteria

### Essential

- Tertiary qualifications in visual arts, art education, museum studies, arts administration or appropriate industry experience.
- Knowledge of contemporary and historic Australian art and a good general knowledge of art history.
- High level written and oral communications across all modes and audiences
- Experience in the development, implementation and evaluation of education and public programs, and an understanding of the role of programming in audience development, preferably in the gallery sector.
- High level computer literacy across the Microsoft Office suite, Adobe Creative Suite, Google Analytics, website content management systems and social media platforms
- Demonstrated understanding of marketing, print and digital communications in the arts sector.
- Demonstrated understanding of the role of new media and technology in producing, presenting and promoting programs to a range of audiences.
- Excellent event/project management skills and the ability to prioritise workload in a fast paced, dynamic environment.
- Well-developed interpersonal skills and the proven ability to work as part of a team, including volunteers and casual staff.
- A Current Drivers Licence
- A Current NSW Working with Children Number

### Desirable

- Experience in working with Local Government.
- Current Responsible Service of Alcohol Certificate
- Current First Aid Certificate

## Expected Organisational Standards

- Follow defined WHS procedures
- Provide service to customers
- Work effectively in the local government context
- Work with others in local government
- Communicate in the Workplace
- Follow defined risk management policies and procedures
- Follow defined ethical guidelines from Council, including Code of Conduct
- Follow defined environmental sustainability guidelines.

## Employment Conditions

- 35 hour week with RDO every third week
- Hours of work are 9.00 am to 5.00 pm Monday to Friday with 30 minute lunch break

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- Out of hours work will be required at times
- Probationary period of 4 months
- Four weeks annual leave
- Long Service Leave after 5 years
- Superannuation of 9.5% paid by Council
- Medical (including drug and alcohol screening) and audio required as part of selection process.

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