

POSITION SUMMARY

NAME OF POSITION: AUDIENCE ENGAGEMENT OFFICER 085

Directorate	Cultural & Community Services
Section	Art Gallery
Classification	Band 3, Level 1, Grade 6
Position Status	Permanent
Commencing Salary Range	\$1148.85 - \$1207.02 per week
Reports to	Director, Bathurst Regional Art Gallery
Direct Reports	Nil
Work Location	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
- Work closely with the Gallery Director and Curator on the forward planning of the Gallery
- Manage and develop the volunteer Gallery Guides.

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.

Selection Criteria

Essential

- Tertiary qualifications in visual arts, art education, museum studies, arts administration or appropriate industry experience
- Knowledge of contemporary and historic Australia art and a good general knowledge of art history
- High level written and oral communications across all modes and audiences
- High level computer literacy across the Microsoft Office suite, Adobe Creative Suite, Google Analytics, website content management systems and social media platforms
- 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 arts sector
- 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 promotion 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

- 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
- Probationary period of 3 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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