

POSITION DESCRIPTION

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| POSITION | POSITION NUMBER |
| Audience Engagement and Learning Lead | 1189 |
| CLASSIFICATION | ANZSCO CODE |
| Band 6 | |
| DEPARTMENT | DIVISION |
| Art Gallery of Ballarat | Economy and Experience |
| AGREEMENT | LOCATION |
| Ballarat City Council Enterprise Agreement No. 9, 2023 | Art Gallery of Ballarat |

Position Objectives

- Act as a key driver and organisational advocate of public engagement for the Gallery including audience research, evaluation, community consultation and partnerships
- Develop and delivers public programs and events responding to the Gallery's curatorial programs and events.
- Develop and delivers education programs responding to the National Curriculum, and university courses
- Organise the Gallery volunteer program including the Volunteer Gallery Guide program
- Develops and sources program content and collaborates with community, external individuals and organisations to create a program of events and activities

Key Responsibility Areas

1 Public programs management

- Liaise and work with curatorial and marketing staff to plan, develop and deliver an annual program of events such as talks, openings, forums and workshops that will interpret and supplement the Gallery's exhibitions and activate the Gallery as a destination.
- Foster innovation and bold programming approaches to engage national audiences onsite, online and on tour. Collaborate with artists, curators and content producers to devise inclusive programs that widen participation, spark curiosity and inspire new ways of thinking.
- Undertake profitability analysis of all public programs and events, ensuring programs are financially sustainable.
- Develop and report the public programs annual budget and key performance indicators and be responsible for the public program statistical reports.
- Be responsible for the delivery of public programs and organise all aspects including onsite management, working collaboratively with colleagues, effectively communicating project details, scope, staffing plans, and timelines, through to managing live programs.
- Lead groups through the galleries and welcome the public at events as required.
- In collaboration with the Assistant Director- Engagement, ensure programs are designed to the Gallery's target audiences, reaching a range of groups. Develop and enact strategies for audience growth and diversity as part of the Gallery's audience development.
- Develop a range of community-focused programs to attract new audiences as well as a program of professional development opportunities for local artists.
- Develop a program of outreach activities across Ballarat including for major events.
- Prepare public program content for marketing collateral, funding applications, sponsor proposals, and acquittals.
- Liaise with other staff in public program planning and implementation and assistance as required.

2 Volunteer Management

- Manage and review the structure and capacity of Volunteer Gallery Guides as a professional team to ably assist with the delivery of guided tours
- Devise and coordinate the delivery of the annual Volunteer Guide training program

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- Recruit and train new guides in consultation and collaboration with the Volunteer Guide Committee
- Regularly meet with the Volunteer Guide Convenor
- Maintain regular communication and relationships with all volunteers
- Maintain volunteer database and roster for shifts

3 Learning

- Effectively coordinate and book education tours (pre-school to tertiary and adult learning) and present tours as required ensuring that programs meet the needs of the Department of Education, tertiary institutions, community and educational organisations, working within the capacity of the Gallery's resources.
- Develop in Gallery resources such as children's labels, activity sheets, Art Crate activities
- Develop educational written resources and digital resources and presentations
- Lead on key tasks including school and community bookings, room bookings, ordering materials and resources, processing school memberships and evaluation and data collection and rostering casual Educators
- Actively seek funding from alternative sources such as philanthropic funds to support learning programs and write applications and acquit projects
- Liaise with and work with schools (K-12), community groups, professional and industry organisations on the Art Gallery of Ballarat's education programs and activities.
- Develop and implement educational programs based on learning resources available at Art Gallery of Ballarat.
- Prepare and supervise development of resource materials, information leaflets, bulletins and publications and ensure their dissemination.
- Provide submissions on educational needs and program effectiveness and to prepare correspondence and submissions on matters relating to Art Gallery of Ballarat's Education Program, including the Strategic Partnerships Program with the Department of Education and Training (DET).
- Effectively manage of the Education Services budget and other resources.
- Take a leading role as coordinator of the annual exhibition that celebrates the achievements of VCE art students in Ballarat and the Western Region (Next Gen Exhibition)

| REPORTS TO: | DIRECT REPORTS: |
|--|---|
| Assistant Director-Engagement | Volunteers Volunteer Gallery Guides Casual Educators Casual Public Program assistants Contractors |
| ORGANISATIONAL RELATIONSHIPS | |
| Internal: Members of Gallery staff Staff in other Council Departments Gallery Association | External: Artists |

Accountability and Extent of Authority

- Accountable to the Assistant Director- Engagement for the quality, effectiveness, cost and timeliness of work plans, programs, projects, events, initiatives being managed.
- Is accountable for the delivery of work assignments and projects on time and to expectations in terms of quality, deliverables and outcomes
- The quality of work can have a significant effect on project and service outcomes.
- Provide advice to internal and external stakeholders in relation to marketing and communication matters, in line with relevant policies, procedures and guidelines.

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- Produce accurate and timely reports as required by internal and external stakeholders.
- Contribute to the development of policies and strategies are required.
- Directly manage the team in delivery the services and programs at the Art Gallery of Ballarat.

Judgement and Decision Making

- Perform duties and responsibilities using specialised methods, procedures and processes to inform judgement and decisions.
- The position incumbent will be required to work to research, identify, develop and implement strategic programs and policies in relation to the audience engagement objectives of the Gallery. This will necessitate an ability to work as part of a team and to provide and make detailed recommendations to the Assistant Director and Audience Engagement team as well as responding to suggestions and proposals from senior staff.
- Make decisions in relation to the audience engagement activities as part of the overall unit's business plan.
- Undertake problem-solving activities in order to achieve strategic objectives within resource constraints.
- Make decisions on matters, which are the responsibility of the position, provided that these are within delegated authority, legislative requirements and in accordance with the requirements of the Director.
- This position requires experience in resolving operational issues and contributing to the development of long term strategies.
- Guidance and advice to resolve operational matters are usually available.

Specialist Skills and Knowledge

- Demonstrated expertise in developing and execution of audience engagement programs for arts and cultural organisations and facilities
- Experience in event, exhibition or public programs in a high-pressure environment.
- Demonstrated knowledge of the Victorian and Australian school curricula and how it intersects with Gallery programs
- Knowledge of volunteer management principles and practices.
- Solid understanding of the diverse and complex needs and risk profile of educational groups and a commitment to reaching out to First Nations people, people of culturally diverse backgrounds, people with disabilities and people from the LGBTIQ+ community and providing a welcoming environment that prioritises Cultural Safety.
- Effective monitoring of budgets within the position's delegated authority.

Management Skills

- Extreme attention to detail and ability to manage multiple, variously-scaled projects at once.
- Ability to develop strategies and plans.
- Ability to work as part of a small professional team with minimal supervision.
- Develop and implement operating procedures. Reporting, record keeping and administration tasks also required.
- Skills in managing time, setting priorities, planning and organising one's own work and that of other employees so as to achieve specific and set objectives in the most efficient way possible within the resources available and within a set timetable.
- Management of employees in this position requires an understanding of and an ability to implement personnel (HR) practices including those related to equal employment opportunity, occupational health and safety and employee development.
- Understand and apply OH&S policies and follow safety guidelines in work procedures, recording venue hazards as they are identified.

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Interpersonal Skills

- Demonstrated personal commitment to, the delivery of high quality customer service in a busy environment.
- Ability to lead, motivate and gain cooperation from a diverse team and other staff.
- Excellent written and verbal communication skills and ability to liaise with a wide range of stakeholders.
- Demonstrated interpersonal skills to contribute to the resolution of problems.
- Cultivate a culture that anticipates audiences needs and ensures customer satisfaction.
- Ability to work independently yet be an effective member of a multidisciplinary team.
- Ability to establish and maintain a wide range of contacts and professional networks.

Qualifications and Experience

- Minimum tertiary qualifications in Visual/Fine Arts or Education and experience within a gallery or museum environment
- Experience in developing public programs, education or events in a cultural organisation environment.
- An ability to work with a diverse client, customer, team and supplier base.
- Experience with coordinating public programs.
- Experience with managing volunteers and running a volunteer program.
- Working with Children Check or willingness to obtain.
- First Aid Certificate Level 1 or Level 2 or willingness to obtain.
- Desirable - General knowledge of the Art Gallery of Ballarat, a broad knowledge of the Gallery's programs and the ability to describe some of the Gallery's special/unique features is desired.

From a Health & Safety perspective the City of Ballarat requires all employees adhere to the following:

- Report hazards, incidents, injuries and unsafe practices as soon as possible.
- Constructive participation in investigations and assistance in implementing corrective actions.
- Wear PPE and follow safe work procedures as directed.
- Constructively participate in monthly team meetings.
- Comply with the City of Ballarat safety system.
- Participate constructively in all forums set up to investigate, improve or communicate safety.

SELECTION CRITERIA

- Qualifications and experience as listed above.
- Demonstrated ability to champion, model and promote the corporate values.
- Experience in an art gallery or museum environment in an audience focused role.
- Experience with audience research and evaluation and applying this to the development and management of an innovative program of public programs and events that engages with diverse audiences.
- Ability to lead a team, manage rosters, motivate staff and develop a successful team culture.
- Demonstrated experience of program delivery including the ability to work independently and with a team to deliver Gallery and individual goals on time and within budget, and be familiar with event management and administration.
- Excellent management, research, writing, organisational, and communication skills.
- Exceptional communication skills and the ability to participate in a work culture consistent with Gallery values and being part of a cohesive and productive team.

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- A successful record of building and developing relationships and partnerships. With a focus on service delivery, the ability to work flexibly, cooperatively and an ability to work outside core hours as required.
- Ability to work across a 7-day roster, including late nights

ACKNOWLEDGEMENT

Please sign and date to acknowledge you have read and understood this position description.

Name:

Signature:

Date:

The City of Ballarat is committed to being a child safe organisation and has zero tolerance for child abuse and harm. We are committed to providing an environment and culture that promotes the safety, health and well-being of children and young people and which provides a voice to all children, including those from an Aboriginal and Torres Strait Islander background, with disabilities and from culturally, religiously and linguistically diverse backgrounds. We have policies, procedures and training in place that support our employees, volunteers and contractors to achieve these commitments and to ensure all children are listened to, their views respected, and their contribution recognised to ensure Council environments are safe.