

# Role Description

## Communications Manager



Division/Branch/Unit	Public Engagement
Location	Sydney
Classification/Grade/Band	Clerk Grade 9-10
Kind of Employment	ongoing
ANZSCO Code	131114
Role Number	50001148
PCAT Code	1111492
Date of Approval	August 2020
Agency Website	<a href="https://www.artgallery.nsw.gov.au/">https://www.artgallery.nsw.gov.au/</a>

### Overview

The Art Gallery of New South Wales (the Gallery) is a statutory body established under the Art Gallery of New South Wales Act 1980 and is an executive agency under the Department of Premier and Cabinet. The Gallery is in The Domain adjacent to the Royal Botanical Gardens and the Central Business District on the lands of the Gadigal peoples of the Eora nation, and attracts around 1.4 million visitors annually.

The Gallery holds significant collections of Aboriginal & Torres Strait Islander, Australian and International art and presents a dynamic program of temporary exhibitions involving significant loans from national and international collections. The Gallery also manages the Brett Whiteley Studio in Surry Hills. The Gallery employs 350 people on an annual basis and has a current effective full-time equivalent of around 215 staff. As the state's leading institution for the visual arts, the Gallery plays a vital role in the cultural and intellectual life of both Sydney and Australia.

The Gallery is currently undergoing planning for its expansion. The Gallery's expansion, known as the 'Sydney Modern Project' or 'SMP', involves the construction of a new building to the north of the existing Gallery building as well as some modifications to the existing building.

### Primary purpose of the role

Manage, deliver and measure communications for the Art Gallery of NSW across all channels to proactively and positively promote the Gallery and its activities to diverse audiences and stakeholders.

### Key Accountabilities

- Conceive, manage, deliver and measure communications strategies and campaigns for the Gallery
- Manager and deliver specific communications plans for paid exhibitions, collection exhibitions and priority areas including Brett Whiteley Studio, family's program and support for key sponsors.
- Manager and deliver communications plan to support tourism strategy
- Manage key communications events, including media events for The Archibald Prize, media previews and opening night events and the virtual delivery of such events.
- Create content to foster effective communications with audiences and stakeholders
- Set priorities and allocate resources within budget.
- Develop collaborative partnerships and relationships with media organisations
- Source and manage specialist external resources, if required.
- Manage media monitoring relationship to ensure effective tracking and analysis across all communications channels.
- Plan and manage international media trips and roadshows
- Plan and manage annual media launch of exhibition program

### Key challenges

- Deliver effective outcomes on limited resources by prioritising and adding to the resource base through partnership and collaboration
- Establish necessary planning discipline, communication systems and processes to facilitate success within the Gallery
- Planning for issues in a reactive environment

### Key relationships

Who	Why
<b>Internal</b>	
Director of Public Engagement	Seek guidance, strategic direction, gain support
Head of Marketing and Communications	Coaching, strategic guidance, direction
Head of Public Affairs	Collaborate and provide communication recommendations
Public Engagement Team and Colleagues	Collaborate with colleagues within the Division to achieve outcomes and provide advice on communications,
Marketing and Communications Team	Collaborating on planning and implementation
Curatorial and exhibitions	Collaborate with colleagues to achieve outcomes
Business Development, Venue Team, Shop Team, Publishing	Help to achieve commercial outcomes
Art Gallery Society Membership Team	Align communication and support
<b>External</b>	
Sponsors & Media Partners	To ensure positive promotion of the Gallery and its activities, and strategic management of issues when they arise
Cultural Institutions	Collaboration and ideas creation
Suppliers and Collaborators	To add expertise to the internal team

### Role dimensions

#### Decision making

- Accountable for setting priorities and deadlines, scheduling, program planning, and making day-to-day decisions to ensure the achievement of communication plans and programs.

**Reporting line**

Head of Marketing and Communications

**Direct reports**

Communications Specialist

Marketing & Communications Coordinator

**Budget/Expenditure**

N/A

**Essential requirements**

- Extensive experience in communications management and practice within an arts or cultural organisation including issues management.
- Extensive networks and relationships throughout the media sector.
- Exceptional writing and content creation skills and capability with all communications channels including social media

**Capabilities for the role**


The NSW Public Sector Capability Framework applies to all NSW public sector employees. The Capability Framework is available at [www.psc.nsw.gov.au/capabilityframework](http://www.psc.nsw.gov.au/capabilityframework)





This role also utilises an occupation specific capability set which contains information from the Skills Framework for the Information Age (SFIA). The capability set is available at [www.psc.nsw.gov.au/capabilityframework/ICT](http://www.psc.nsw.gov.au/capabilityframework/ICT)

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**Capability summary**

Below is the full list of capabilities and the level required for this role. The capabilities in bold are the focus capabilities for this role. Refer to the next section for further information about the focus capabilities.

NSW Public Sector Capability Framework		
Capability Group	Capability Name	Level
	<b>Display Resilience and Courage</b>	<b>Adept</b>
	Act with Integrity	Intermediate
	Manage Self	Intermediate
	Value Diversity	Intermediate

NSW Public Sector Capability Framework		
Capability Group	Capability Name	Level
 Relationships	<b>Communicate Effectively</b>	<b>Advanced</b>
	Commit to Customer Service	Intermediate
	Work Collaboratively	Adept
	<b>Influence and Negotiate</b>	<b>Adept</b>
 Results	<b>Deliver Results</b>	<b>Adept</b>
	Plan and Prioritise	Adept
	<b>Think and Solve Problems</b>	<b>Adept</b>
	Demonstrate Accountability	Intermediate
 Business Enablers	Finance	Intermediate
	<b>Technology</b>	<b>Adept</b>
	Procurement and Contract Management	Intermediate
	<b>Project Management</b>	<b>Adept</b>
 People Management	Manage and Develop People	Intermediate
	<b>Inspire Direction and Purpose</b>	<b>Adept</b>
	Optimise Business Outcomes	Intermediate
	Manage Reform and Change	Intermediate

### Focus capabilities

The focus capabilities for the role are the capabilities in which occupants must demonstrate immediate competence. The behavioural indicators provide examples of the types of behaviours that would be expected at that level and should be reviewed in conjunction with the role's key accountabilities.

NSW Public Sector Capability Framework		
Group and Capability	Level	Behavioural Indicators
<b>Personal Attributes</b> Display Resilience and Courage	Adept	<ul style="list-style-type: none"> <li>Be flexible, show initiative and respond quickly when situations change</li> <li>Give frank and honest feedback/advice</li> <li>Listen when ideas are challenged, seek to understand the nature of the criticism and respond constructively</li> <li>Raise and work through challenging issues and seek alternatives</li> <li>Keep control of own emotions and stay calm under pressure and in challenging situations</li> </ul>
<b>Relationships</b> Communicate Effectively	Advanced	<ul style="list-style-type: none"> <li>Present with credibility, engage varied audiences and test levels of understanding</li> <li>Translate technical and complex information concisely for diverse audiences</li> </ul>

## NSW Public Sector Capability Framework

Group and Capability	Level	Behavioural Indicators
		<ul style="list-style-type: none"> <li>Create opportunities for others to contribute to discussion and debate</li> <li>Actively listen and encourage others to contribute inputs</li> <li>Adjust style and approach to optimise outcomes</li> <li>Write fluently and persuasively in a range of styles and formats</li> </ul>
<b>Relationships</b> Influence and Negotiate	Adept	<ul style="list-style-type: none"> <li>Negotiate from an informed and credible position</li> <li>Lead and facilitate productive discussions with staff and stakeholders</li> <li>Encourage others to talk, share and debate ideas to achieve a consensus</li> <li>Recognise and explain the need for compromise</li> <li>Influence others with a fair and considered approach and sound arguments</li> <li>Show sensitivity and understanding in resolving conflicts and differences</li> <li>Manage challenging relations with internal and external stakeholders</li> <li>Pre-empt and minimise conflict</li> </ul>
<b>Results</b> Deliver Results	Adept	<ul style="list-style-type: none"> <li>Take responsibility for delivering on intended outcomes</li> <li>Make sure team/unit staff understand expected goals and acknowledge success</li> <li>Identify resource needs and ensure goals are achieved within budget and deadlines</li> <li>Identify changed priorities and ensure allocation of resources meets new business needs</li> <li>Ensure financial implications of changed priorities are explicit and budgeted for</li> <li>Use own expertise and seek others' expertise to achieve work outcomes</li> </ul>
<b>Results</b> Think and Solve Problems	Adept	<ul style="list-style-type: none"> <li>Research and analyse information, identify interrelationships and make recommendations based on relevant evidence</li> <li>Anticipate, identify and address issues and potential problems and select the most effective solutions from a range of options</li> <li>Participate in and contribute to team/unit initiatives to resolve common issues or barriers to effectiveness</li> <li>Identify and share business process improvements to enhance effectiveness</li> </ul>
<b>Business Enablers</b> Technology	Adept	<ul style="list-style-type: none"> <li>Demonstrate a sound understanding of technology relevant to the work unit, and identify and select the most appropriate technology for assigned tasks</li> <li>Identify opportunities to use a broad range of communications technologies to deliver effective messages</li> <li>Understand, act on and monitor compliance with information and communications security and use policies</li> </ul>

## NSW Public Sector Capability Framework

Group and Capability	Level	Behavioural Indicators
<b>Business Enablers</b> Project Management	Adept	<ul style="list-style-type: none"> <li>Identify ways to leverage the value of technology to achieve team/unit outcomes, using the existing technology of the business</li> <li>Support compliance with the records, information and knowledge management requirements of the organisation</li> </ul>
		<ul style="list-style-type: none"> <li>Prepare clear project proposals and define scope and goals in measurable terms</li> <li>Establish performance outcomes and measures for key project goals, and define monitoring, reporting and communication requirements</li> <li>Prepare accurate estimates of costs and resources required for more complex projects</li> <li>Communicate the project strategy and its expected benefits to others</li> <li>Monitor the completion of project milestones against goals and initiate amendments where necessary</li> <li>Evaluate progress and identify improvements to inform future projects</li> </ul>
<b>People Management</b> Inspire Direction and Purpose	Adept	<ul style="list-style-type: none"> <li>Promote a sense of purpose within the team and enable others to understand the strategic direction of the organisation</li> <li>Translate broad goals into operational needs and explain the links for the team</li> <li>Link team performance goals to team/unit goals to ensure implementation of government policy</li> <li>Ensure team objectives and outcomes lead to implementation of government policy</li> <li>Recognise and acknowledge high individual/team performance</li> </ul>