

Role Description

Digital Marketing Specialist



Division/Branch/Unit	Public Engagement/ Marketing & Communications
Location	Art Gallery of NSW
Classification/Grade/Band	Clerk Grade 7-8
Kind of Employment	Temporary
ANZSCO Code	225113
Role Number	new
PCAT Code	1119192
Date of Approval	January 2021
Agency Website	https://www.artgallery.nsw.gov.au/

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's expansion, known as the Sydney Modern Project, involves the construction of a new building and art garden to the north of the existing Gallery building as well as some modifications to the existing building. Construction of the new building is currently underway and scheduled for completion in 2022.

This position is within the Public Engagement Division, which incorporates marketing, communications, public programs, membership, web, content, digital, design, publications and the visitor experience. The role is part of a small team who manage all aspects of marketing and communication for the Gallery, reporting to the Head of Marketing and Communications.

Primary purpose of the role

Develop and manage digital strategy and optimisation for the marketing team. Responsible for the strategic development and performance management of AGNSW's digital channels and activities (including direct email, website, social channels, content, paid media). The role will maximise effectiveness of campaigns and meet the Gallery's commercial, audience and marketing objectives.

Key Accountabilities

- Recommend digital marketing strategies across direct and paid channels inclusive of exhibitions, programs and destination marketing.
- Develop, implement, and optimise CRM, customer acquisition and ecommerce approaches across digital channels to deliver ROI (e.g. website, email, social).
- Optimise effectiveness and reporting across marketing technologies (e.g. Adobe Marketing Cloud, Google Marketing Platform), ad-serving platforms, digital monitoring and listening tools, email and campaign platforms, and customer data platforms.

- Oversee the Gallery's e-newsletter platform Campaign Monitor, responsible for ArtMail content and distribution.
- Management of digital performance platforms (such as Google Ads, DV and Search 360, FB Ad Manager, Tag Management).
- Develop and implement strategies to positively affect cross-online channel engagement and brand representation.
- Drive new and innovative digital opportunities for the organisation and with the wider creative content team and champion digital innovation and performance across the organisation.

Key challenges

- Operating in a complex and dynamic environment, requiring close attention to project timetables and milestones, and the capacity to organise work and meet tight timeframes while delivering to the required quality standards and targets
- Delivering cost effective partnerships and collaborations on limited resources
- Planning and prioritising given competing demands and limited resources
- Building an effective planning momentum in a complex and fast paced organisational culture
- Deal with competing demands from stakeholders and ensure associated activities are appropriate and fit with the values of the Gallery
- Maintain current knowledge of contemporary trends, research, emerging technologies and best practice in marketing, including the application of digital marketing technologies and social media which are subject to rapid change and development.

Key relationships

Who	Why
Internal	
Head of Marketing and Communications	<ul style="list-style-type: none"> • Receives strategic marketing and partnership direction from • Escalate issues, keep informed, advise and receive instructions. • Provide regular project and budget updates
Marketing & Communications team	<ul style="list-style-type: none"> • Lead best practice recommendations and discussions across digital channels • Share information and learnings • Drive collaboration across the department
Creative Content Coordinator Senior Content Editor	<ul style="list-style-type: none"> • Provide recommendations in maximising digital channels and content creation
Public Engagement Team and colleagues	<ul style="list-style-type: none"> • Collaborate with colleagues within the Division to achieve outcomes • Share information • Collaborate on implementation of digital campaigns • Creative development and traffic management of advertising material
Business Development, Venue Team, Shop Team, Membership Team	
Design	

Who	Why
External	
Media agency	Ensure efficiencies of AGNSW digital paid marketing activities
Department of Strategic Communications	Ensure management and presentation of yearly digital advertising peer review process
Cultural Partners	Collaboration, partnership development and execution Share information
Other partners	Develop relationships and implement projects and campaigns

Role dimensions

Decision making

Prioritising work to meet deadlines
Activation of marketing partnerships

Reporting line

Head of Marketing & Communications

Direct reports

nil

Budget/Expenditure

Campaign level budget responsibility

Essential requirements

1. Extensive experience and demonstrated track record of success in digital strategy and optimisation
2. Minimum 5 years commercial marketing experience.
3. Demonstrated practical experience with digital performance platforms, marketing technologies and digital monitoring and listening tools.
4. Experience in arts, entertainment, or venue digital marketing favourable

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

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

This role also utilises an occupation specific capability set.

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
 Personal Attributes	Display Resilience and Courage	Intermediate
	Act with Integrity	Intermediate
	Manage Self	Adept
	Value Diversity	Foundational
 Relationships	Communicate Effectively	Adept
	Commit to Customer Service	Adept
	Work Collaboratively	Intermediate
	Influence and Negotiate	Intermediate
 Results	Deliver Results	Intermediate
	Plan and Prioritise	Intermediate
	Think and Solve Problems	Intermediate
	Demonstrate Accountability	Intermediate
 Business Enablers	Finance	Adept
	Technology	Adept
	Procurement and Contract Management	Foundational
	Project Management	Adept

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
Personal Attributes Manage Self	Adept	<ul style="list-style-type: none"> • Be flexible, show initiative and respond quickly when situations change • Give frank and honest feedback/advice • Listen when ideas are challenged, seek to understand the nature of the criticism and respond constructively • Raise and work through challenging issues and seek alternatives • Keep control of own emotions and stay calm under pressure and in challenging situations
Relationships Communicate Effectively	Adept	<ul style="list-style-type: none"> • Tailor communication to the audience • Clearly explain complex concepts and arguments to individuals and groups • Monitor own and others' non-verbal cues and adapt where necessary • Create opportunities for others to be heard • Actively listen to others and clarify own understanding • Write fluently in a range of styles and formats
Relationships Work Collaboratively	Intermediate	<ul style="list-style-type: none"> • Build a supportive and co-operative team environment • Share information and learning across teams • Acknowledge outcomes which were achieved by effective collaboration • Engage other teams/units to share information and solve issues and problems jointly • Support others in challenging situations
Results Deliver Results	Intermediate	<ul style="list-style-type: none"> • Complete work tasks to agreed budgets, timeframes and standards • Take the initiative to progress and deliver own and team/unit work • Contribute to allocation of responsibilities and resources to ensure achievement of team/unit goals • Seek and apply specialist advice when required
Results Plan and Prioritise	Intermediate	<ul style="list-style-type: none"> • Understand the team/unit objectives and align operational activities accordingly • Initiate, and develop team goals and plans and use feedback to inform future planning • Respond proactively to changing circumstances and adjust plans and schedules when necessary • Consider the implications of immediate and longer term organisational issues and how these might impact on the achievement of team/unit goals • Accommodate and respond with initiative to changing priorities and operating environments
Business Enablers Technology	Adept	<ul style="list-style-type: none"> • Demonstrate a sound understanding of technology relevant to the work unit, and identify and select the most appropriate technology for assigned tasks • Identify opportunities to use a broad range of communications technologies to deliver effective messages • Understand, act on and monitor compliance with information and communications security and use policies

NSW Public Sector Capability Framework

Group and Capability	Level	Behavioural Indicators
Business Enablers Project Management		<ul style="list-style-type: none"> Identify ways to leverage the value of technology to achieve team/unit outcomes, using the existing technology of the business Support compliance with the records, information and knowledge management requirements of the organisation
	Adept	<ul style="list-style-type: none"> Prepare clear project proposals and define scope and goals in measurable terms Establish performance outcomes and measures for key project goals, and define monitoring, reporting and communication requirements Prepare accurate estimates of costs and resources required for more complex projects Communicate the project strategy and its expected benefits to others Monitor the completion of project milestones against goals and initiate amendments where necessary Evaluate progress and identify improvements to inform future projects.