

Division/Branch/Unit	Development/Gallery Shop
Location	Art Gallery Road
Classification/Grade/Band	Clerk Grade 5–6
Kind of Employment	Full-time
ANZSCO Code	232411
Role Number	51003025
PCAT Code	1119192
Date of Approval	Reviewed February 2023
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 Enterprise, Investment and Trade. The Gallery, comprising 2 distinct buildings and an Art Garden, 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. 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.

### Primary purpose of the role

Provides specialist creative design solutions for Gallery retail briefs ranging from: merchandise, packaging, artist limited-editions, and point-of-sale (POS) materials, and preparation of product specifications, final files for sampling and production, Shop graphics and signage, image preparation, and digital designs for online retailing and marketing.

### Key accountabilities

- Create design concepts in presentation form to brief for retail merchandise, packaging, artist limited-editions, point-of-sale (POS) materials, and oversee design revisions and changes as directed and required. Coordinate the preparation of product specifications and production files, liaise with manufacturers and suppliers to submit all required specifications and files. Assist to oversee the sampling and production process with Senior Merchandise Developer and the Merchandise Manager as required. Assist in design solutions which respond to the Gallery Shop's requirements while supporting the Gallery brand identity and embracing best-practice across all outputs.
- Consult with key stakeholders to understand requirements, interpret the concepts to be communicated, and determine strategies to deliver optimal design and production solutions.

- Develop and review Gallery Shop signage and display graphics, ensuring the shops are monitored for appropriate signage on a consistent basis, including the installation and dismantling as required.
- Design, develop and evolve style guides for the Gallery Shop, and all relevant brand identities.
- Ensure all design concepts and production processes address the Gallery Shops requirements, including promoting full inclusion, access, opportunities, and leadership in the arts for people with disability through universally accessible design solutions.
- Undertake a range of support activities, including working with suppliers to deliver high quality outcomes, and monitoring and reporting on the use of brand and digital assets.
- Other duties as reasonably required

### Key challenges

- Working collaboratively with Gallery staff who are physically distributed across sites.
- Undertaking several projects simultaneously. Managing the demands of time and cost restrictions. Deliver a high-quality creative on time.

### Key relationships

Who	Why
<b>Internal</b>	
Head of Retail, Merchandise Manager, and Senior Merchandise Developer	<ul style="list-style-type: none"> <li>• The position holder actively communicates with key members of the Retail team, including Head of Retail, Merchandise Manager, and Senior Merchandise Developer, for whom work is being undertaken and assists these staff in clarifying their concepts and creative direction, negotiating job specifications, timelines, production, and other duties as required.</li> <li>• The position holder attends weekly meetings and communicates with team members daily to coordinate design projects, exchange ideas, share design concepts, and update on all projects and timelines.</li> </ul>
Other Retail staff, including Online Shop Coordinator	<ul style="list-style-type: none"> <li>• The position holder participates with other retail staff, including the Online Shop Coordinator, and communicates closely with other team members to ensure that projects are developed within Shop design guidelines and timeframes.</li> </ul>
Head of Creative and Creative Studio team	<ul style="list-style-type: none"> <li>• The position holder maintains regular contact with the Creative Studio team, including Head of Creative and other design staff, to share retail design concepts and files, to ensure compliance with Gallery design guidelines.</li> </ul>
Other Gallery teams, including Curators and Exhibition staff	<ul style="list-style-type: none"> <li>• The position holder has an important and collaborative relationship with Production staff and other gallery teams in development of design concepts, production specifications, and other details regarding retail design processes.</li> </ul>
<b>External</b>	

Who	Why
External manufacturers and suppliers and contractors	<ul style="list-style-type: none"> <li>The position holder is responsible for communicating designs and production specifications, with manufacturers and suppliers to ensure for sampling and production, to ensure products are made to design and delivered on time.</li> </ul>

## Role dimensions

### Decision making

- Accountable for the delivery of retail design services working within approved briefs, concepts, timelines, and budget.
- Refers to Head of Retail, Merchandise Manager, Senior Merchandise Developer, and Creative Studio team, for day-to-day updates, advice, and collaboration. Escalates to the Senior Merchandise Developer, and when required the Merchandise Manager and Head of Retail, for design approvals including work requiring significant change, project outcomes, or timeframes; are likely to escalate and create contentious precedent; require a high administrative or financial delegation; or submission to Executive.
- The ability to operate and makes decisions within legislative and regulatory provisions, public sector frameworks, strategic and business plans, Government and Department policies, delegations, budget, and resource parameters.

### Reporting line

Reports to Senior Merchandise Developer

Direct reports

Nil

Budget/Expenditure

Nil

### Essential requirements





- Tertiary qualifications in Design fields with considerable practical experience in a discipline of design, ideally retail product design and development.
- Ability to create effective visual communication pieces from creative concept stage through to finished product.
- Skills in creative design for retail products, packaging, signage, and 3D display.
- Skills in creative design for exhibition, environmental, animation, print and digital design and production experience.
- Proven experience in time management and overseeing manufacturers and suppliers, related production works in the execution of retail products, packaging, signage, and 3D displays.
- Strong written and oral communication skills, negotiation, and client service skills for working with the various internal and external clients, manufacturers, and suppliers.
- Experience in the use of design programs and applications such as Adobe Creative Suite, InDesign, and other relevant design and office programs.

## 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)

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

### 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 Display Resilience and Courage	Intermediate	<ul style="list-style-type: none"> <li>• Be flexible and adaptable and respond quickly when situations change</li> <li>• Offer own opinion and raise challenging issues</li> <li>• Listen when ideas are challenged and respond in a reasonable way</li> <li>• Work through challenges</li> <li>• Stay calm and focused in the face of challenging situations</li> </ul>

## NSW Public Sector Capability Framework

Group and Capability	Level	Behavioural Indicators
<b>Relationships</b> Communicate Effectively	Intermediate	<ul style="list-style-type: none"> <li>• Focus on key points and speak in “Plain English”</li> <li>• Clearly explain and present ideas and arguments</li> <li>• Listen to others when they are speaking and ask appropriate, respectful questions</li> <li>• Monitor own and others’ non-verbal cues and adapt where necessary</li> <li>• Prepare written material that is well structured and easy to follow by the intended audience</li> <li>• Communicate routine technical information clearly</li> </ul>
<b>Results</b> Deliver Results	Intermediate	<ul style="list-style-type: none"> <li>• Complete work tasks to agreed budgets, timeframes and standards</li> <li>• Take the initiative to progress and deliver own and team/unit work</li> <li>• Contribute to allocation of responsibilities and resources to ensure achievement of team/unit goals</li> <li>• Seek and apply specialist advice when required</li> </ul>
<b>Results</b> Plan and Prioritise	Intermediate	<ul style="list-style-type: none"> <li>• Understand the team/unit objectives and align operational activities accordingly</li> <li>• Initiate, and develop team goals and plans and use feedback to inform future planning</li> <li>• Respond proactively to changing circumstances and adjust plans and schedules when necessary</li> <li>• Consider the implications of immediate and longer-term organisational issues and how these might impact on the achievement of team/unit goals</li> <li>• Accommodate and respond with initiative to changing priorities and operating environments</li> </ul>
<b>Business Enablers</b> Project Management	Intermediate	<ul style="list-style-type: none"> <li>• Perform basic research and analysis which others will use to inform project directions</li> <li>• Understand project goals, steps to be undertaken and expected outcomes</li> <li>• Prepare accurate documentation to support cost or resource estimates</li> <li>• Participate and contribute to reviews of progress, outcomes and future improvements</li> <li>• Identify and escalate any possible variance from project plans</li> </ul>