

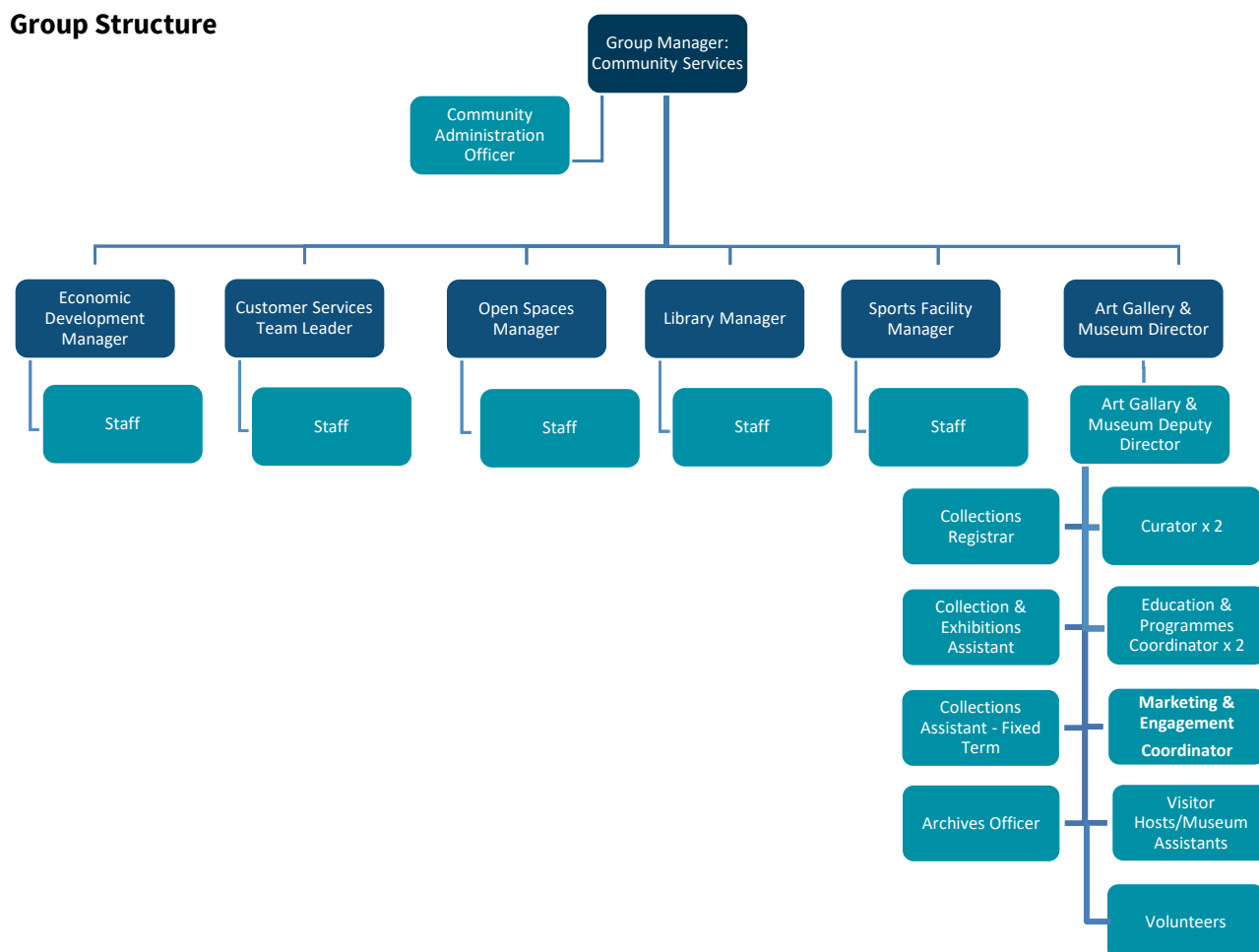
# Position Description

<b>Position Title:</b>	Marketing & Engagement Coordinator
<b>Reports To:</b>	Art Gallery and Museum Deputy Director
<b>Team:</b>	Art Gallery & Museum
<b>Group:</b>	Community Services
<b>Employment Type:</b>	Permanent, full time
<b>Date Modified:</b>	February 2022

## Purpose

Effectively communicate and promote exhibitions and programmes to the community, while supporting all visitor engagement activities including front of house.

## Group Structure



## Our Story

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### Purpose

Working *together* for a better community

### Values

Our values embody the culture of the Ashburton District Council, how we behave and how decisions are made. They help to ensure all our employees are on the same page so we can achieve and deliver our vision.



### Do what's right

Think like a customer.  
Follow through.  
Be straight up.

### Make it happen

Challenge boundaries.  
Make a difference.  
Know your stuff.

### Work as one

Celebrate our wins.  
Embrace our differences.  
Share the load.

## Key Accountabilities

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### Promotions and Marketing

- Create and publish all Gallery and Museum collateral such as invitations, catalogues and text panels.
- Maintain positive relationships with media representatives and promote the Gallery & Museum across all media channels through written and verbal communication.
- Represent the Gallery and Museum at community events and create opportunities for collaboration with other organisations.
- Design and distribute newsletters, posters, invitations and information brochures to appropriate businesses, schools, tourist operators etc.
- Engage all major stakeholders while actively promoting the Gallery & Museum, extraordinary projects, activities or new initiatives.
- Create engaging content and maintain the Gallery & Museum websites and other social media platforms in accordance to established standards.

### Visitor Engagement

- Lead by example and provide high levels of service, following all operating protocols, while performing visitor host duties or working within the retail space.
- Ensure the smooth operation and positive visitor experience within the Gallery and Museum, on a day to day basis, during events and programmes.
- Perform data management duties in accordance with Council's systems.
- Undertake community surveys to determine the wants and needs of visiting public and reporting these and visitor statistics to management.
- Actively monitor the safety of the Gallery, its objects, retail area and visitors.

### General Duties

- Maintain effective communication within the team, with your supervisor and external stakeholders.
- Ensure all work and display areas are kept tidy, clean and safe.
- Assist with and ensure all established start and end of day procedures, including security, are followed.
- Participate in the design, promotion, installation, de-installation, openings and events associated with exhibitions as required.
- At the request of the Director, support the promotional initiatives of the Ashburton Art Gallery Committee.

### Corporate Contribution

- Contribute to and follow the organisation's governance, corporate and business plans, policies, projects, initiatives and strategies.
- Participate in performance development and assessment processes.
- Contribute to and follow health and safety policies and procedures, including accurate reporting.
- Ensure proper care and use of plant, vehicles and equipment.
- Assist in providing civil defence functions and / or maintain the provision of essential services in emergency management events.
- Undertake any other relevant duties, including attending out of hour's meetings as requested by your Manager, Group Manager or the Executive Team.

## Position Requirements

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The below qualities, knowledge and skills are the key focus for this role and are used to assess an applicant's suitability for the role and the incumbent's performance in the role.

### Personal Qualities

#### Customer Focus

- Listens to customers and actively seeks to meet or exceed customer needs.
- Looks beyond the obvious to improve levels of service.
- Committed to delivering high quality outcomes for customers.

#### Creativity and Innovation

- Draws on a range of information sources to identify new ways of doing things.
- Translates creative ideas into work process improvements.
- Reflects on experience and is open to new ways to improve processes.

#### Detail Focus

- Observes fine details and identifies gaps in information.
- Prefers to follow processes to complete tasks.
- Considers maintaining levels of accuracy of high importance.

#### Teamwork

- Cooperates, collaborates and shares information with others in pursuit of team goals.
- Shows consideration, concern and respect for others feelings and ideas while accommodating to their style of working.
- Encourages constructive resolution of conflict within a group.

### Knowledge and Skills

#### Organisational skills

- Sets clearly defined objectives and priorities to ensure goals and deadlines are met.
- Prioritises activities and operates accordingly, reviewing and adjusting as required.
- Recognises actual and potential barriers and finds effective ways to deal with them.

#### Initiative and Enthusiasm

- Demonstrates enthusiasm, commitment and capacity for sustained effort and hard work.
- Demonstrates a proactive and self-starting approach.
- Sets high standards of performance for self and others, ensuring ownership of actions.

#### Communication Skills

- Organises information in a logical sequence using content appropriate for the purpose and audience, obtaining feedback to ensure understanding.
- Speaks clearly, concisely and confidently using a polite and considerate manner.
- Ensures written communication contains the necessary information to achieve their purpose.

## Interpersonal Skills

Tunes into others' emotions and ways of thinking.

Realises the underlying causes of others behaviour and plans responses and reactions accordingly.

Uses an understanding of individuals to get the best outcomes for the person and organisation.

## Specialist Expertise

A relevant tertiary qualification, or at least three years' relevant work experience in a gallery, museum or in a communication or marketing role.

Demonstrable experience in the use of design software (In Design, Adobe suite etc).

Demonstrable knowledge and experience within the service industry.

Demonstrable knowledge and experience in the Gallery/Museum sector (ideal).

Communications or Marketing industry experience (preferred).

## Agreement

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### Employee

*Name*

*Sign*

*Date*

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### Manager

*Name*

*Sign*

*Date*

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### Note

*Specific performance measures for this position will be discussed between the position holder and their manager through the performance development review process. From time to time it may be necessary to consider changes in the position description in response to the changing nature of the work environment, which includes technological and statutory change. Such changes may be considered as part of the performance development review process or as required.*