



POSITION STATEMENT

POSITION TITLE:	Communications Manager
ROLE TYPE:	On-going
CONTRACT:	Part-time, 0.6 FTE (0.4 AMaGA Victoria / 0.2 AMaGA National)
LOCATION:	Royal Exhibition Building, Melbourne, Australia
REMUNERATION:	\$40,781 plus Superannuation (Full-time equivalent salary \$67,969 plus Superannuation)
REPORTS TO:	Executive Director, AMaGA Victoria (2 days per week) Director, AMaGA National (1 day per week)
DATE OF REVISION:	October 2023

1. OBJECTIVES

The Communications Manager holds the responsibility for overseeing various communication channels, including print, electronic, and online, for the Victorian Branch of the Australian Museums and Galleries Association (AMaGA). Additionally, the Communications Manager will allocate one day a week to assist AMaGA National Office with specific tasks related to public communications, such their e-bulletin and necessary website updates.

The Communications Manager plays a crucial role in supporting the marketing efforts for AMaGA Victoria's projects and programs. This involves coordinating the creation of content, designing materials, and overseeing their production. Additionally, the Manager oversees maintenance of the organisation's website and management of online surveys. Furthermore, this role includes enhancing the visibility of our organisation, our members, and our sector stakeholders.

This position demands a strong set of communication skills; proficiency in design, internet, and social media tools; and the ability to establish and maintain relationships with a diverse range of external parties. These parties may include museums, galleries, community collecting organisations, paid staff, volunteers, committee members, funding bodies, media outlets, and other governing bodies within the creative industries.

2. STATEMENT OF DUTIES

Under the guidance of the Executive Director, the Communications Manager will carry out the following duties:

2.1 Communications:

- Manage all branch communications.
- Develop a communications plan with staff to meet targets and deadlines as required, with specific timelines for conferences, forums and the annual Awards.

- Edit and proof-read external communications prepared by other staff (e-bulletin content for all programs, event synopses, forms, resources, programs, and annual reports).
- Promote all branch events and programs to the sector.
- Collate and edit information for the Annual Report, Annual Programs, and conference programs.
- Maintain VIP/creative industries and media contact lists.
- Arrange distribution of the Annual Program, Annual Report, and special invitations.
- Attend and document (photograph) major AMaGA Victoria events.
- Provide input on strategic planning and direction when required.

2.2 Design and layout:

- Coordinate content, design and production of digital publications and other collateral including the Annual Program, Annual Report, conference programs, and templates.
- Coordinate content, design and production of event signage and special collateral such as tote bags for Conferences, and certificates for Awards and Accreditations.
- Design PowerPoint/Canva presentation templates and holding slides for events.
- Coordinate the design and content of PowerPoint/Canva slides for the annual Victorian Museums and Galleries Awards.
- Design signature blocks for staff to advertise events and season's greetings at year-end.
- Coordinate business cards and name badges for all staff.

2.3 Online activities:

- Ongoing updates of website content including events, news, and resources.
- Management of website (hosting/domain) and social media channels.
- Provide web statistics for our website (amagavic.org.au).
- Assist with development of online surveys using Survey Monkey and Wufoo.
- Work with external web developers to improve website and CMS functionality.

2.4 Marketing and media:

- Work with the Project Officer (Intern) to compile bi-weekly member e-bulletins.
- Maintain lists of relevant networks for promotional purposes.
- Ensure sponsors and partners are acknowledged on all relevant publications.
- Develop website, email, and social media channels to best promote our programs.
- Promote our programs and events to industry contacts, mailing lists, websites, and targeted participants.
- Prepare media releases for project launches, museum Accreditations, conferences, and the Victorian Museums and Galleries Awards (in partnership with the Public Galleries Association Victoria).
- Work to lift the profile of the organisation with potential media partners.
- Keep up-to-date records of all media coverage.
- Develop communications and social media strategies.

2.5 Other duties as required from time to time.

3. KEY SELECTION CRITERIA

Please note that the following are **required** for this role.

- 3.1 Highly developed oral and written communication skills as demonstrated in the preparation and presentation of detailed reports and publications.
- 3.2 Excellent interpersonal skills, including a demonstrated ability to build and maintain relationships with the team and a diverse range of stakeholders.
- 3.3 Highly developed time management skills and ability to prioritise.
- 3.4 Experience in office communication systems (i.e. Microsoft Teams), design software (i.e. InDesign, Photoshop, Canva), communication and survey tools (i.e. Campaign Monitor, Survey Monkey, Wufoo) and social media (i.e. Facebook, Instagram and Twitter/X).
- 3.5 Demonstrated understanding of public relations and media processes and opportunities.
- 3.6 An understanding of issues and networks in the diverse Victorian museum and gallery sector, including the volunteer-run sector.

4. OTHER RELEVANT SKILLS, KNOWLEDGE & EXPERIENCE

Please note that the following are not required; however, would be useful for this role.

- 4.1 Previous experience in a non-profit or membership organisation and/or museum or gallery environment.
- 4.2 Knowledge of the Victorian museum and gallery sector.
- 4.3 Qualifications and/or skills related to communications practice.

5. STRUCTURE & RELATIONSHIPS

Australian Museums and Galleries Association is the national professional membership organisation for those who work in or are interested in galleries and museums in Australia. It operates an extensive program of activities from both national and state offices, including production of a national journal, Museums Galleries Australia Magazine. The National Office is located in Canberra. Australian Museums and Galleries Association Victoria represents members of the organisation based in Victoria, with a management committee elected by, and responsible to, the Victorian membership.

Victorian Branch staff include:

CORE STAFF

- Executive Director
- Manager, Accreditation Programs (x2)
- Manager, Communications
- Manger, Events and Professional Development
- Project Officer (Intern)

VICTORIAN COLLECTIONS

- Program Manager, Victorian Collections
- Operations and Training Coordinator, Victorian Collections
- Support Officer, Victorian Collections

SPECIAL PROJECTS

- Manager, Collections and Community Resilience Project
- Project Officer, Collections and Community Resilience Project (x3)
- Manager, Regional Collections Access Program

6. OTHER RELEVANT INFORMATION

- 6.1 Position is part-time, on-going with some out of hours work and flexible working days required.
- 6.2 AMaGA Victoria office supports flexible schedules and hybrid working structures.
- 6.3 AMaGA Victoria office is located in the Royal Exhibition Building through the support of Museums Victoria.
- 6.4 General terms and conditions are described in *Terms and Conditions of Employment and Employment Policies and Procedures Manual*.
- 6.5 Salary is \$40,781 plus Superannuation paid to the minimum required by applicable legislation (full-time equivalent salary \$67,969 plus Superannuation).
- 6.6 Further enquiries may be directed to: Dr Ashley Robertson, Executive Director, on ashrobertson@amagavic.org.au or 0450 661 082.