

**Art Gallery of New South Wales**



## **Online Shop Administrator**

**Role number: 14/50045883**

**Information for candidates**



## Thank you

for your interest in applying for the role of **Online Shop Administrator, Gallery Shop** with the Art Gallery of New South Wales.

The Art Gallery of New South Wales is a State institution and part of the Department of Trade & Investment, Regional Infrastructure & Services. With significant Australian and international collections, the Gallery attracts around 1.3 million visitors annually and is an active institution with extensive public programs, corporate and internal functions.

The Gallery offers a stimulating and enjoyable environment to work. Within five-minutes walking distance to Martin Place and St James train stations and buses, the Gallery has a number of beneficial employment conditions, including:

- salary packaging for superannuation, leasing vehicles and transport tickets
- favourable NSW Public Sector leave conditions including flexible work hours
- Employee Assistance Program to provide confidential counselling services to staff members and their families

This employment information package includes: a copy of the advertisement and the role description.

If you require further details about this role, please contact Rebecca Allport on + 61 2 9225 1660 or email [Rebecca.Allport@ag.nsw.gov.au](mailto:Rebecca.Allport@ag.nsw.gov.au)

We look forward to receiving your application.

Regards

Jenny Albert  
Human Resources Manager

## Message from the Director



The Art Gallery of New South Wales is one of Australia's most popular art museums and a vital part of the nation's cultural life. Through our collections, exhibitions, programs and research we aim to extend and enrich our visitors' emotional and intellectual engagement with art.

My vision for the Gallery is encapsulated in two words 'Sydney Modern'. This vision aims to double the size of the Gallery and make it relevant well into the 21st century.

My goal for 'Sydney Modern' is that by the time of the Gallery's 150th anniversary in 2021, the Gallery will be recognised both nationally and internationally for the quality of our collection, facilities, staff, scholarship and the innovative ways in which we engage with our audience.

Michael Brand  
Director, Art Gallery of New South Wales

## Art Gallery of New South Wales



### Who we are

- A world-recognised leader in the presentation of ambitious Australian and international exhibitions.
- Located in the Sydney city centre adjacent to the Royal Botanic Gardens, the Gallery's extensive art collection is housed in a building with stunning harbour views, and a unique combination of grand courts built in the 19th century and contemporary spaces refurbished in the 21st century.
- We offer free entry, extended opening hours, regularly changing exhibitions (some ticketed) and a diverse range of entertaining and stimulating programs.
- We enrich people's lives by promoting knowledge, understanding and enjoyment of art.
- We offer a broad range of opportunities for diverse communities to access, enjoy and learn about art.
- Each year we present hundreds of events including performances, courses, lectures, concerts, films, family and school programs, as well as daily tours of exhibitions and collections.

### Audiences

- Around 1.3 million visitors every year
- More than 100 000 young people take part in our youth and education programs every year
- International visitors including foreign language tours in Cantonese, Mandarin, Korean and Japanese.
- Around 2 million visitors to our website every year.
- A large and loyal membership, with more than 30 000 members.
- New and engaged audiences via social media with over 40 000 followers of the Gallery's Facebook page and over 20 000 followers on Twitter. These numbers are the highest for any visual arts institution in Australia.



## **Our vision**

From our base in Sydney, the Art Gallery of New South Wales is dedicated to serving the widest possible audience as a centre of excellence for the collection, preservation, documentation, interpretation and display of Australian and international art, and a forum for scholarship, art education and the exchange of ideas.

## **Goals**

Our goal is that by the time of our 150th anniversary in 2021 the Gallery will be recognised both nationally and internationally for the quality of our collection, our facilities, our staff, our scholarship and the innovative ways in which we engage with our various audiences.

It is essential the Gallery continues to build on our reputation as Australia's leading art museum in the fields of contemporary art and international contemporary art from the past 50 years, while maintaining our significant commitment to historical Australian, Asian and European art. As Australia's premier art museum we must reflect the continuing evolution of the visual arts in the 21st century alongside the development of new channels of global communication that increasingly transcend national boundaries.

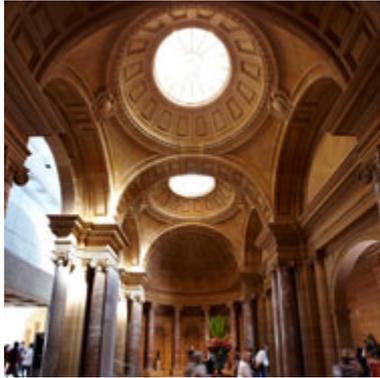
## **Overview**

The Art Gallery of New South Wales is a statutory body established under the Art Gallery of New South Wales Act 1980 and is a division of the Department of Trade, Investment, Regional Infrastructure & Services. The Gallery's collection of Australian and international art is our greatest asset and a significant cultural asset of Australia.

The Gallery has one of the most comprehensive collections of Australian art including 19th-, 20th- and 21st-century paintings, drawings, photography and sculpture.

Within Australian art, the Gallery holds important collections of Aboriginal and Torres Strait Islander art including bark paintings, the monumental Pukamani grave posts commissioned in the late 1950s, major central desert paintings and contemporary urban work.

Internationally, the Gallery has an outstanding collection of European painting and sculpture from the 15th to 19th century as well as significant 19th-century British Victorian art acquired to coincide with the opening of the Gallery and expansive collections of Asian art including Chinese, Japanese, South and South-East Asian art.



The Gallery complements the collection by generating major exhibitions through loans from major national and international institutions and private collections. More than 30 temporary exhibitions are delivered annually including flagship exhibitions such as the Archibald, Wynne and Sulman Prizes.

The Gallery designs and presents public programs that inspire the widest possible range of audiences and gives them access to information and ideas through activities, publications and online channels. The program of public events attracts over 190 000 visitors each year and more than 100 000 students visit the Gallery annually to participate in education programs.

Volunteers are an essential part of the life of the Gallery and over 140 guides undertake a range of activities including tours of the collection and exhibitions. The program has been running at the Gallery since 1972 and attracts volunteers from a broad cross-section of the community.

Around 30 000 people are members of the Art Gallery Society, which aims to provide a sustained membership base for the Gallery and to fund the purchase of important acquisitions for the collection.

The Gallery is committed to the broadest possible reach through education and public programs, publishing, outreach, loans, internships, mentorships, sponsorship, benefactor and volunteer programs, membership and research.

The Gallery also operates as a significant Sydney social hub and entertainment facility, with cafes, events, and a shop. We publish high-quality catalogues and books. We are renowned as a scholarly centre of excellence, with facilities including an extensive archive and library.

The Gallery attracts approximately 1.3m visitors and the website, which includes content rich education resources, attracts over 2 million unique visitors annually. Other Gallery channels with a national and international reach include our monthly e-newsletter Artmail (190 000 subscribers), Facebook (43 000 followers), Twitter (23 000 followers), Google+ (25 000 followers) and Instagram (3300 followers).

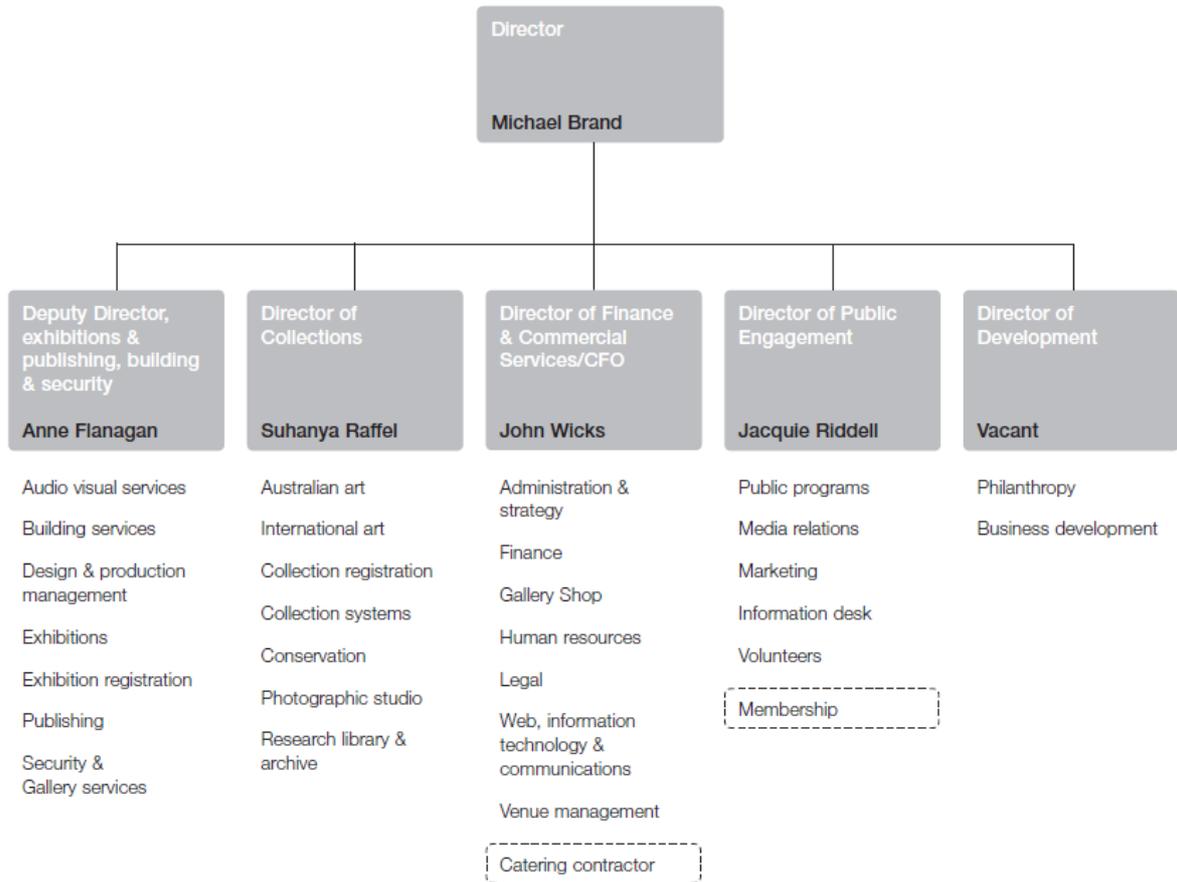
### **Sydney Modern project**

In March 2013, the Gallery announced our strategic vision and masterplan known as Sydney Modern, which includes doubling the size of the Gallery at our current site in the Domain through expansion northwards towards the harbour over an existing land bridge and space currently occupied by disused storage tanks. The Gallery aims to achieve realisation of the Sydney Modern vision and masterplan by 2021 to coincide with the 150th anniversary of the founding of the Gallery.

A presentation on the Sydney Modern project is available on the Gallery Channel at: [www.artgallery.nsw.gov.au/channel/clip/450/](http://www.artgallery.nsw.gov.au/channel/clip/450/)

Realisation of the Sydney Modern project will add another architectural icon to the heart of Sydney, create a vibrant day-night hub that is part of Sydney's urban life and introduce local and international visitors to the full breadth of Australian visual arts. In other words, we aim to change the face of art in Australia.

# Organisational structure



## Role advertisement

### Role title

Online Shop Administrator  
Clerk Grade 1-2

### Role number 14/50045883

Ongoing full-time – 35 hours per week

The Art Gallery of NSW is seeking to fill the role of Online Shop Administrator.

### Role description

The Online Shop Administrator is responsible for online stock management and the timely fulfilment of online orders. The role is also responsible for overseeing the Gallery Shop's online presence by generating content, promotions and campaigns for a variety of platforms including the website, blog and social media.

### Salary package

Total salary package valued up to \$66,036 per annum, including salary range \$55,985 - \$60,863 plus 9.5% employer's contribution to superannuation and annual leave loading.

### Selection criteria

1. Substantial experience in a retail environment, including bricks-and-mortar as well as online shops.
2. Demonstrated success in the management and maintenance of an online retail presence and the timely fulfilment of online orders.
3. Demonstrated ability to present and implement ideas, projects and campaigns.
4. High-level verbal and written communication skills, with the ability to write original content that is accessible to a wide audience, engaging and accurate.
5. Experience in working with web-publishing and social media applications and tools, including content management systems
6. Excellent teamwork and interpersonal skills.
7. Knowledge of visual arts.

### Contact officer

Rebecca Allport, Manager, Retail on + 61 2 9225 1660 or email [Rebecca.Allport@ag.nsw.gov.au](mailto:Rebecca.Allport@ag.nsw.gov.au)

### Applications

Applicants are asked to submit a current resume with a cover letter outlining skills & experience relevant to the role. Apply online at <http://jobs.nsw.gov.au/> (search for 'Art Gallery' in keywords)

### Closing date for applications

Sunday 10 August 2014

## Role specific information

### Role title

Online Shop Administrator

### Organisation

Art Gallery of New South Wales (hereafter referred to as AGNSW or the Gallery)  
Art Gallery Road, The Domain, Sydney NSW 2000

### Division

Corporate & Commercial

### Department

Gallery Shop

### Reports to

Manager, Retail

### Direct reports

Nil

### Role context

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 Trade, Investment, Regional Infrastructure & Services (NSW Trade and Investment). It is located in The Domain adjacent to the Royal Botanical Gardens and the Central Business District, and attracts around 1.3 million visitors annually. The Gallery holds significant collections of both Australian and International art and presents a dynamic program of temporary exhibitions involving significant loans from Australian and international collections. The Gallery also manages the Brett Whiteley Studio in Surry Hills and has an off-site collection store and leases a storage facility at Padstow.

The Gallery employs 300 people on an annual basis and has a current effective full time equivalent of around 200 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 as a whole.

The Gallery is embarking on a masterplan for a major redevelopment of the current Domain site. This plan involves a major expansion of the Gallery's building by an additional 50% over a number of years, with an anticipated completion date of 2021 – the Gallery's 150th anniversary. This major plan will be financed through a public private partnership.

### Role purpose

Responsible for overseeing the Gallery Shop's online presence by generating content, promotions and campaigns for a variety of platforms including the website, Gallery blog and social media. Responsible for online stock management and the timely fulfilment of online orders.

### Key accountabilities

- Respond to all online customer enquiries in a timely manner.
- Administer all online orders, including picking, packing and dispatching of stock and processing returns and refunds.
- Maintain and update content of the Gallery Shop website including adding new titles, removing out-of-print stock, adjusting prices and rotating stock.
- Create and manage online promotions including feature lists for exhibition-specific stock and promotional banners.

- Create and edit information and imagery to meet Gallery standards and requirements before publishing online.
- Plan and implement Gallery Shop social media and e-newsletter campaigns.

### Key challenges

- Encourage growth in Gallery Shop online sales by managing the shop's presence and interaction on social media.
- Collaborate with other Gallery staff, including the Gallery Shop, marketing and digital teams, to develop the Gallery Shop online presence within the Gallery's overall strategies and guidelines.
- Prioritise work schedule to ensure efficient and timely responses to all job requirements.
- Maintain high level of professional customer service.

### Key relationships

#### Who

#### Internal

Manager, Retail

#### Why

Gain feedback about work performance, seek approval for all online promotional activities.

Product Coordinator

Share information about all Gallery Shop branded merchandise including promotions and in-stock positions of the entire range.

Book Buyer

Gain information about current stock and new titles on order that need to be added to the online shop. Discuss special promotions and campaigns.

Shop Supervisor

Gain information about current DVD stock and new DVD titles on order that need to be added to the online shop.

Web and New Media Unit

Work with online team to develop new functionality and content.

Photography Department

Obtain images for use online.

Marketing Department

Share information about communication and social media strategies and particular promotions.

#### External

Bank

Advise and organise refunds.

External customers

Answer online enquiries from the public.

Book suppliers

Follow up outstanding orders and confirm stock availabilities.

Australia Post

Order packaging and post materials for shop use and online orders.

### Role dimensions

#### Decision making

- Manage responses to online orders and customer relations, including enquiries, sales and complaints.
- Recommend to the Manager, Retail directions for online promotions and campaigns, including social media.

#### Reporting lines

Manager, Retail

### Direct reports

Nil

### Budget/Expenditure

Nil

### Essential requirements

1. Substantial experience in a retail environment, including bricks-and-mortar as well as online shops.
2. Demonstrated success in the management and maintenance of an online retail presence and the timely fulfilment of online orders.
3. Demonstrated ability to present and implement ideas, projects and campaigns.
4. High-level verbal and written communication skills, with the ability to write original content that is accessible to a wide audience, engaging and accurate.
5. Experience in working with web-publishing and social media applications and tools, including content management systems
6. Excellent teamwork and interpersonal skills.
7. Knowledge of visual arts.

### 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	Display Resilience and Courage	Foundation
	<b>Act with Integrity</b>	<b>Foundation</b>
	Manage Self	Foundation
	Value Diversity	Foundation
 Relationships	<b>Communicate Effectively</b>	<b>Foundation</b>
	<b>Commit to Customer Service</b>	<b>Foundation</b>
	Work Collaboratively	Foundation
	Influence and Negotiate	Foundation
 Results	Deliver Results	Foundation
	Plan and Prioritise	Foundation
	Think and Solve Problems	Foundation
	<b>Demonstrate Accountability</b>	<b>Foundation</b>

## NSW Public Sector Capability Framework

Capability Group	Capability Name	Level
	Finance	Foundation
	<b>Technology</b>	<b>Intermediate</b>
	Procurement and Contract Management	Foundation
	Project Management	Foundation

### 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> Act with Integrity	Foundational	<ul style="list-style-type: none"> <li>Behave in an honest, ethical and professional way</li> <li>Take opportunities to clarify understanding of ethical behaviour requirements</li> <li>Identify and follow legislation, rules, policies, guidelines and codes of conduct that apply to your role</li> <li>Speak out against misconduct, illegal and inappropriate behaviour</li> <li>Report apparent conflicts of interest</li> </ul>
<b>Relationships</b> Communicate Effectively	Foundational	<ul style="list-style-type: none"> <li>Speak at the right pace and volume for varied audiences</li> <li>Allow others time to speak</li> <li>Display active listening</li> <li>Explain things clearly</li> <li>Be aware of own body language and facial expressions</li> <li>Write in a way that is logical and easy to follow</li> </ul>
<b>Relationships</b> Commit to Customer Service	Foundational	<ul style="list-style-type: none"> <li>Understand the importance of customer service</li> <li>Help customers understand the services that are available</li> <li>Take responsibility for delivering services which meet customer requirements</li> <li>Keep customers informed of progress and seek feedback to ensure their needs are met</li> <li>Show respect, courtesy and fairness when interacting with customers</li> </ul>
<b>Results</b> Demonstrate Accountability	Foundational	<ul style="list-style-type: none"> <li>Take responsibility for own actions</li> <li>Be aware of delegations and act within authority levels</li> <li>Be aware of team goals and their impact on work tasks</li> <li>Follow safe work practices and take reasonable care of own and others health and safety</li> <li>Escalate issues when these are identified</li> </ul>
<b>Business Enablers</b> Technology	Intermediate	<ul style="list-style-type: none"> <li>Apply computer applications that enable performance of more complex tasks</li> <li>Apply practical skills in the use of relevant technology</li> <li>Make effective use of records, information and knowledge management functions and systems</li> </ul>

## NSW Public Sector Capability Framework

Group and Capability	Level	Behavioural Indicators
		<ul style="list-style-type: none"><li>• Understand and comply with information and communications security and acceptable use policies</li><li>• Support the implementation of systems improvement initiatives and the introduction and roll-out of new technologies</li></ul>

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