

ROLE DESCRIPTION

ROLE TITLE: Head of Audience Engagement
CLASSIFICATION: ASO6
ROLE NUMBER: P69371

AGENCY: Department of the Premier and Cabinet
DIVISION: Art Gallery of South Australia
BUSINESS UNIT: Art Gallery of South Australia

REPORTS TO: Deputy Director

ROLES REPORTING TO THIS ROLE: Public Programs Coordinator, Teen Public Programs Officer, Public Programs Officer (Tarnanthi), Volunteer and Visitor Services Coordinator, Visitor & Retail Services Officers

BUDGET: In line with the relevant financial delegations

ROLE PURPOSE:

The Head of Audience Engagement is responsible for developing, managing and delivering Art Gallery of South Australia (AGSA) audience engagement programs, projects and services. This includes managing Front of House and Public Program teams and contractors in the delivery of visitor centric services and developing and delivering cost effective and income generating public programs, underpinned by collaborative working relationships with a broad range of partners.

KEY OUTCOMES OF ROLE:

- Effectively manage the Front of House and Public Program teams by driving a culture of customer service excellence, through positive leadership, continuous improvement and innovation.
- Proactively identify and create initiatives that expand AGSA's audience base and create unique and original opportunities to enhance the visitor experience.
- Manage the planning, development, delivery and review of diverse and inspiring Public Programs, projects and services which support AGSA's initiatives including the presentation of exhibitions, collection displays and festivals.
- Develop and deliver a range of programs within scheduled timelines and budgets, including First Fridays, Children and Families, and Teens, and provide timely and insightful reports to funding bodies and sponsors.
- Develop, implement and review new art-led learning and wellbeing programs for a range of stakeholders including Members, to grow engagement and generate income for AGSA.
- Identify, implement and monitor opportunities for systems innovation to continuously improve visitor experiences including providing advice to, and working collaboratively with Executive Management Team and staff across the Gallery.
- Engage and foster ongoing relationships with a broad range of external stakeholders and identify and evaluate potential funding sources and industry partners to grow AGSA's audience engagement.
- Provide expert advice to AGSA Executive Management Team and staff and prepare and present a range of financial and operational reports to inform AGSA program and strategy development processes.
- Consider and contribute to AGSA initiatives that focus on access, inclusivity and diversity for visitors and audiences including undertaking research and providing recommendations on new or future areas of focus with the aim to grow visitation.

KEY RELATIONSHIPS / INTERACTIONS:

- Works collaboratively and engages with all team across AGSA.
- Liaise with external stakeholders including artists, cultural sectors, universities and other educational bodies, partners and colleagues.

SPECIAL CONDITIONS:

- Out-of-hours and/or evening work will be required.
- Driver's license is essential
- Applicants will be required to undergo the appropriate and relevant Employment Screening Assessment(s) required for this role in line with the DPC Employment Screening Policy.
- This role requires (please select those relevant for the role):
 - ☒ National Police Check (required for all roles)
 - ☒ Working with Children Check
- The Incumbent will be required to participate in the department's Performance Management Program.
- The Incumbent may be assigned to another position at this remuneration level or equivalent.

KEY SELECTION CRITERIA:

- Highly developed interpersonal and communication skills to influence, foster cooperation and negotiate effectively with team members and stakeholders, prepare well written applications and reports.
- Demonstrated ability to work under broad direction, exercise judgement and delegated authority to determine priorities, apply appropriate methods and review operations to determine their effectiveness.
- Significant successful experience in identifying and creating income generating initiatives and managing the planning and delivery of public art/culture programs and front of house services, including managing schedules and budgets.
- Significant experience in managing staff and contractors in the delivery of visitor centric services and communications with the broader public and working collaboratively across a gallery or cultural organisation to promote continuous improvement in visitor experience.
- Significant knowledge of art gallery or cultural organisation front of house and public program development and delivery processes and practices, including art-led learning and wellbeing programs and related funding sources, and knowledge of AGSA procedures and government policies.
- Proven ability to work with diverse audiences, maintain respectful relationships with Aboriginal and Torres Strait Islander communities, and support AGSA's delivery of its Reconciliation Action Plan.
- Demonstrated ability to establish and maintain professional contacts with a broad range of event, education and performance partners.

SOUTH AUSTRALIAN PUBLIC SECTOR PURPOSE

- Making a difference so South Australia thrives

DPC VALUES

- Curious
- Courageous
- Connected

SOUTH AUSTRALIAN PUBLIC SECTOR VALUES

- | | |
|-------------------|--------------------------------|
| ▪ Trust | ▪ Collaboration and Engagement |
| ▪ Service | ▪ Honesty and Integrity |
| ▪ Professionalism | ▪ Courage and Tenacity |
| ▪ Respect | ▪ Sustainability |

CORPORATE RESPONSIBILITIES

Incumbents are responsible for:

- Keeping accurate and complete records of business activities in accordance with the *State Records Act 1997*.
- Maintaining a commitment to the [Public Sector Act 2009](#), [The Code of Ethics for the South Australian Public Sector](#), and the legislative requirements of the *Public Sector Act 2009* and [Work Health and Safety Act 2012](#).
- Creating and maintaining a diverse, accessible, inclusive and culturally safe workplace to enable us to reflect our community.
- At all times acting in a manner that is non-threatening, courteous, respectful, and consistent with DPC's accreditation as a White Ribbon workplace.
- Demonstrating a genuine commitment to Reconciliation, and the achievement of Reconciliation Action Plan outcomes.

CORE COMPETENCIES & ASSOCIATED BEHAVIOURS EXPECTED AT THIS CLASSIFICATION

Supports and Implements the Strategic Direction

- ☒ Understands the big-picture and contributes to the development of strategic direction
- ☒ Understands and supports organisational goals and business objectives
- ☐ Steers and implements change
- ☒ Identifies, defines and solves complex problems relating to the teams work objectives
- ☐ Identifies broader factors, trends & influences across the Public Service that may impact on the teams work objectives

Achieves Results

- ☒ Makes effective use of individual and team capabilities and negotiates responsibility for work outcomes
- ☒ Evaluates alternatives objectively and uses evidence, knowledge and experience to deliver the best result
- ☒ Ensures compliance with Public Sector legislation, regulations and policies
- ☒ Monitors project performance and takes action to improve the delivery of quality outcomes as required
- ☒ Values specialist expertise and capitalises on the knowledge and skills of self and others

Enhances Business Excellence

- ☒ Actively supports and seeks new innovative initiatives and is responsive to change methodology to implement these
- ☒ Keeps abreast of market trends, developments and economic/legislative changes to meet current and future organisational needs
- ☒ Identifies learning opportunities. Gives timely praise and recognition. Deals with under performance promptly, and works towards agreed performance standards
- ☒ Embeds a strong customer service ethos by understanding needs
- ☒ Monitors expenditure, manages procurement and contract procedures and identifies the appropriate use of resources

Cultivates Productive Working Relationships

- ☒ Listens to and considers different ideas and discusses issues credibly and thoughtfully. Identifies other people's expectations and concerns
- ☒ Can identify conflict in situations and acts sensitively, objectively and constructively to de-escalate conflict
- ☒ Works collaboratively and shares information with own team and seeks input from others
- ☒ Builds and sustains positive relationships with team members, stakeholders and clients
- ☒ Confidently communicates messages in a clear and concise manner using appropriate language

Exhibits Personal Drive and Professionalism

- ☒ Acts with integrity & promotes consistency among principles, organisational values and ethical behaviour
- ☒ Provides impartial and forthright advice. Challenges issues constructively and justifies own position when challenged. Acknowledges mistakes and learns from them
- ☒ Persists and focuses on achieving objectives in difficult circumstances responding in a positive and controlled manner
- ☒ Self evaluates performance and seeks feedback from others. Recognises how behaviour impacts on others. Committed to self development
- ☒ Contributes to a culture that values and respects diversity and models this in all interactions
- ☒ Ensures standards for the safety and wellbeing of self and others are maintained