



POSITION IDENTIFICATION

Position Title: ADMINISTRATION AND COMMUNICATIONS MANAGER

Position status: Fixed-term full-time position for one (1) year (1.0 FTE / 37.5 hours per week) with potential for renewal of contract.

Reports To: CEO

ORGANISATIONAL OVERVIEW

The Johnston Collection (TJC) is a multi-award-winning and critically acclaimed museum centred in an historic East Melbourne townhouse.

The museum partners with creatives from contemporary arts communities to re-interpret the Collection in a regular program of re-installation and interventions of the permanent collection and offers special exhibitions, study days, lectures and workshops throughout the year, covering a range of museum topics, themes and practices.

The Johnston Collection's vision is to engage audiences with the visual arts and design and it is dedicated to delivering programs that present challenging and enriching experiences for visitors of all ages and backgrounds.

Located in one of the most beautiful residential areas in Melbourne, TJC opened to the public in November 1990. Established as an independent, not-for-profit public museum by The W R Johnston Trust, TJC is the legacy of William Robert Johnston (1911-1986), an antique dealer, collector and real estate investor, who left his estate for the education and enjoyment of others. TJC offers its visitors a unique intimate engagement with English Georgian and Regency periods in dialogue with contemporary artists' work.

In addition, the organisation is tightly controlled by a *Planning Permit* to operate issued by the City of Melbourne. The Planning Permit impacts on marketing the organisation and creates particular challenges in making TJC visible and accessible to the wider public.

Recently TJC was successful in its application to the City of Melbourne for a new *Planning Permit (TP-2019-62)*, which means TJC will now have the opportunity to operate 7 days per week and to be open to the public for 5 days a week. The new Planning Permit will change the way we have opened and

operated the museum over the last 30 years, and it will be a timely, necessary, and exciting time of change over the next six months.

OVERVIEW

The Administration and Communications Manager (A+CM) is responsible for administrative, communications, and event support for TJC.

The A+CM holds a distinct role within the organisation and works closely with the CEO to ensure the smooth and efficient running of a small dynamic office. The role also acts as an administrator for The WR Johnston Trust and Minute Secretary at meetings of the Trust.

The A+CM provides a reception point for the organisation, for members, and a variety of people in a positive and informative way. The A+CM assists enquiries and supplies information about the programs offered, and supports programmed events.

A focus of the A+CM is to manage administrative tasks, as well as managing the museum's bookings, booking system, subscriber database, and a variety of other tasks involved in managing a small office.

This role requires strategic thinking, solid administration skills, and demonstrated high-level interpersonal skills, along with advanced knowledge of digital social media tools, technology and publishing platforms, and fluency in design.

A focus of the A+CM is ownership and responsibility for management and production of the print and online communications, including social media accounts, that market our projects and programs, coordinates the content, design and production of publications and collateral, manages the website and online surveys, and raises the profile of both our organisation and our audiences / members / stakeholders to the media.

The A+CM's role is to drive visitation to the museum's exhibitions and programs and build the reputation of the organisation and its collection in local, national, and international markets. The role requires preparing, implementing, and evaluating integrated communication strategies to achieve campaign objectives.

Working in a small team, this role requires a capacity to build and maintain relationships with a diverse mix of parties including staff, volunteers, stakeholder groups, funding bodies, the media, and other peak bodies in the creative industries sector.

The role also requires assisting with the production of special events, both onsite and offsite, as required.

The A+CM requires a passion for the arts and preferably experience working in a relevant sector, such as a not-for-profit and / or arts industry, membership, tourism or heritage organisation.

TJC

POSITION DESCRIPTION

1. POSITION IDENTIFICATION

Title	Administration and Communications Manager
Reports to	CEO
Salary	\$65,525 - \$72,517 per year annum plus 9.5% superannuation and is paid to the minimum required by applicable legislation, depending on skills and experience.
Employment Status	Fixed-term full-time position for one (1) year (1.0 FTE / 37.5 hours per week) with potential for renewal of contract. The work days are weekdays Monday to Friday 9.00am – 5.00pm. Some weekend and/or after-hours work for other nominated events is also required.

2. POSITION OBJECTIVE

The role of Administration and Communications Manager is to be responsible for the provision of effective administration and communications support to the museum.

Under the general direction of the CEO, and in consultation with stakeholder groups, the A+CM will undertake the following broad areas of work and duties:

3. KEY RESPONSIBILITIES AND DUTIES

Administration:	Provide administration duties including managing all general correspondence, email and telephone enquiries, effective electronic and hardcopy filing systems, coding of invoices. Maintain office equipment, stock, stationery and supplies, subscription renewals, including obtaining and comparing competitive quotations and final acceptance as required.
------------------------	---

	<p>Organise, coordinate and provide administrative support for meetings of The WR Johnston Trust, and occasional external meetings, including preparing meeting agendas, statistical reports, circulating meeting papers, organising rooms if necessary, catering bookings and refreshments, minute-taking and distribution of meeting papers, and relevant follow-up actions as required.</p> <p>From time to time, assist with membership renewals, mailing list, telephone and e-mail enquiries relating to The Friends of The Johnston Collection.</p> <p>Support the CEO in recruitment processes by advertising positions available, collating applications for the selection panel, room bookings et cetera, and supporting induction of new staff.</p> <p>Provide administrative support to the CEO.</p>
<p>Accounts: [Banking]</p>	<p>Manage day-to-day banking, including deposits of all cheque / cash / credit card bookings received, issuing of receipts and petty cash management.</p> <p>Experience in day-to-day financial administration including co-signing and authorising payment of invoices and orders via online banking.</p> <p>Confirm retail (SHOP) cash income for banking purposes.</p>
<p>Maintenance: Investment Properties</p>	<p>Act as Real Estate Agency contact for investment properties and follow-up on any maintenance issues.</p> <p>Coordinate quotations, acceptance and follow-up of maintenance issues.</p>
<p>Annual Insurance Review</p>	<p>Organise and coordinate annual insurance review, along with detailed three-year insurance review.</p>
<p>Communications</p>	<p>Manage all museum-related communications including general correspondence and general email.</p> <p>Develop communications plan with relevant staff and volunteer groups to meet targets and deadlines as required, with specific timelines for exhibitions, lectures and events, including fundraising.</p> <p>Manage and produce content for digital and non-digital publications including the museum's website, Wikipedia, e-</p>

	<p>Newsletter, <i>Annual Report</i>, social media channels, and online listings such as <i>ArtsHub</i>, <i>City of Melbourne</i> etc.</p> <p>Edit and proof-read internal and external communications prepared by other staff such as e-bulletin content for all programs, event blurbs, <i>Annual Report</i>, <i>fairhall</i> magazine, grant forms, resources, programs and handouts, amongst others.</p> <p>Maintain and develop information on VIP / creative industries, and other, contact lists, including promotional materials, membership details, the online database details and the list of relevant suppliers and consultants.</p> <p>Provide input on strategic planning and direction when required.</p> <p>Keep the mailing list updated and accurate.</p>
Design & Layout	<p>Manage and coordinate content, design and production, including liaison with external graphic designer/s and printer/s, of marketing, fundraising, publications and other collateral including the <i>Annual Report</i>, event and program handouts and e-flyers, e-Newsletter and e-mail templates, DL flyers, invitations, e-signatures and <i>PowerPoint</i> presentations.</p>
Online activities	<p>Ongoing updates of website content including events, news, and resources.</p> <p>Manage website hosting and domain name registrations and renewals.</p> <p>Provide web statistics for analysis and reporting.</p> <p>Manage all social media platforms, including <i>Facebook</i>, <i>Instagram</i>, <i>LinkedIn</i>, <i>Twitter</i> and <i>YouTube</i>.</p> <p>From time to time, work with external web developers to upgrade and improve website and CMS / CRM functionality.</p>
Marketing and media	<p>Work with the CEO and volunteer groups to compile regular, timely and weekly e-bulletins to stakeholders and members.</p> <p>Develop and maintain excellent media contacts, relevant networks and liaison ensuring media contact for promotional purposes.</p> <p>Ensure donor, sponsors, partners and relevant others are acknowledged in all publications.</p>

	<p>Develop website, email, and social media channels to best promote our programs.</p> <p>Promote our programs and events to industry contacts, mailing lists, websites and targeted participants.</p> <p>Manage and produce content for the <i>Annual Report</i>.</p> <p>Prepare media releases for all project launches, exhibitions, programs special and fundraising events, amongst others and distribute to selected media.</p> <p>Liaise with external photographers and video producers to record and document exhibitions for archival, publication and <i>YouTube</i> posts.</p> <p>Prepare and submit applications to the AMaGA (Victoria) Awards and the AMaGA National Awards (MAGNA), as required.</p> <p>Assist with the AMaGA (Victoria) Museum Accreditation Program (MAP) application including implementing recommendations and ensuring relevant policies are up to date in preparation for 5-yearly reaccreditation application process.</p> <p>Work to lift the profile of the organisation with potential media partners.</p> <p>Keep up-to-date records of all media coverage.</p> <p>Develop and implement communications and social media strategies.</p>
<p>Events and bookings</p>	<p>Manage the museum’s bookings using the online booking system and subscriber database, including ticketing all events, as well as processing <i>Gift Vouchers</i> and <i>Subscription Packages</i> as received.</p> <p>Provide statistics on event attendance to the CEO for reports to Trustees and / or funders as required.</p> <p>From time to time, assist in the operation of public programs, activities and events, including exhibition de/installation, as required.</p> <p>From time to time, special projects in addition to the job description will be undertaken.</p>

<p>Events and fundraising:</p>	<p>Assist with the production of both on-site and off-site events, including exhibition launches, <i>Melbourne Food and Wine Festival</i>, <i>Melbourne Fashion Festival</i>, <i>Open House Melbourne</i>, <i>Seniors Festival</i>, and <i>OPENING DOORS</i> fundraising events, amongst others.</p> <p>Compile guests lists, liaise with external graphic designers and printer's for invitations and associated collateral; coordinate distribution of invitations; RSVPs; create attendance sheets and name tags, prepare running sheet for the event and delegating roles for other members of staff and volunteers; prepare nametags, and assist at the event as required.</p> <p>Prepare <i>Thank You</i> letters to all donor, sponsors, partners and relevant others for distribution.</p>
<p>Security</p>	<p>As a designated key-holder, be familiar with activating and deactivating the alarm systems and the use of other utilities.</p> <p>As required, be capable of and take responsibility for the unlocking and locking of the Museum during normal working hours, and at other times, as required in keeping with agreed procedures.</p> <p>Be available for emergency <i>out of hours</i> call out duties in connection with alarm activations and/or other emergency alerts, if required.</p>
<p>Other duties</p>	<p>Other duties as may be required from time to time by the CEO</p>

<p>Additional Information:</p>	<p>This position is based at East Melbourne however the position holder will need to be prepared to travel to other locations during the course of their duties from time to time.</p>
	<p>TJC is strictly controlled by a Planning Permit issued by the City of Melbourne.</p> <p>In order for us to work within a requirement of our Planning Permit issued by the City of Melbourne, it is a permitted requirement for staff and volunteers not to park their car in the vicinity of TJC at any time. We strongly advise and encourage that public transport is the best mode of transport to The Johnston Collection.</p> <p>The planning permit impacts on marketing the organisation and creates particular challenges in making TJC visible and accessible to the wider public.</p> <p>Recently TJC was successful in its application to the City of Melbourne for a new Planning Permit, which was issued on 22</p>

	<p>January 2021. This means TJC will now have the opportunity, flexibility, and potential to operate 7 days per week and be open to the public for 5 days a week. The new Permit will change the way we have opened and operated the museum over the last 30 years, and it will be a timely, necessary, and exciting changes. Considering this and the Permit approval, over the next six months or so, we will be revisiting all our operations and plan and transition towards new opening hours.</p> <p>The time ahead will be busy, as we review and restructure the museums operational model, with the new model commencing sometime after 1 July 2021</p>
--	--

4. COMPETENCIES REQUIRED

The following competencies are required for this position:

Management Skills	<p>Self manages. Set priorities and manages time effectively to ensure deadlines are met and tasks are owned and completed within agreed time-frames.</p> <p>Strong customer focus and strong results focus.</p> <p>Ability to quickly assimilate and retain new information, adapt quickly to changing circumstances and adopt an effective course of action.</p> <p>Solves problems on an ongoing basis with self-initiated reference to the CEO.</p>
Marketing & Communication	<p>High-level written and verbal communication skills.</p> <p>Knowledge and use of social media, email and mobile marketing</p> <p>An in-depth understanding of the media landscape and the ability to build relationships with media and partnership organisations.</p> <p>The ability to liaise with all the museum’s stakeholders including visitors, participating artists and lecturers, other organisations including the media, and suppliers.</p>
Team work	<p>The ability to work with other members of staff and volunteers in a cooperative manner.</p>
Problem solving	<p>High-level ability to use initiative, experience and technical skills to</p>

	assess and resolve day-to-day matters and on an ongoing basis, and where necessary seek direction from the CEO.
Planning and organising	Identify daily, weekly, quarterly, and annual tasks in a work plan to ensure adequate time and resources are available to complete the activities.
Technology	Have a range of IT skills, including MS Office suite (Microsoft Word, Excel, Outlook), and Adobe Acrobat Adobe Professional and being an adept user of the internet, email and social media platforms. Previous experience and advanced knowledge of digital publishing platforms and online booking systems, will be highly regarded.
Learning	Managing own learning and professional development to maintain relevancy of administrative, digital and media skills. Maintain professional and technical knowledge by applying to attend professional training courses to ensure relevance and currency of IT, digital and media skills, as budgets allow.

5. PERSON SPECIFICATION

The person we are looking for is energetic and thrives in a dynamic environment.

The position is interesting and diverse and requires someone who is versatile as the role employs both administration and media communication skills.

The position requires someone with experience working in a small to medium office environment with an understanding of processes and systems needed to efficiently support other staff, as well as a proven track record in digital marketing.

The person has excellent administration and communication skills and a passion for and understanding of the Australian arts sector, exceptional attention to detail, strong analytical and problem-solving skills, and is creatively minded with an ability to conceive ideas to increase visitation to the museum via digital marketing, media releases and printed collateral.

If you would like to work as part of a small, dynamic team, are highly organised and want to make a difference, we would love to hear from you.

6. KEY SELECTION CRITERIA

ESSENTIAL

- Demonstrated experience and expertise in the provision high level of administrative support to a dynamic office environment with the ability to take ownership, identify opportunities, and improve processes and procedures.
- Ability to quickly assimilate and retain new information, adapt quickly to changing circumstances and adopt an effective course of action.
- Demonstrated interpersonal and relationship-building and maintenance skills, including motivation, persuasion and conflict resolution, with the ability to liaise with all the museum's stakeholders including staff, volunteer groups, participating artists and lecturers, visitors, and a diverse range other individuals, organisations and suppliers.
- Highly developed organisational skills with a demonstrated ability to determine relative priorities and workloads, to take initiative and work with limited direction and to manage time accordingly.
- Highly developed oral and written communication skills including preparation, proof-reading, and presentation of detailed reports.
- Excellent IT skills, including Microsoft Office suite (Microsoft Word, Excel (creating and maintaining advanced spreadsheets), Outlook), and Adobe Acrobat / Adobe Professional, and being an adept user of the internet, email and social media platforms.
- Knowledge of and experience in office communication systems, design software, internet tools and social media platforms, specifically graphics editors such as *InDesign*, *Photoshop*, email marketing platforms such as Campaign Monitor, Mail Chimp and social media platforms *YouTube*, *LinkedIn*, *Facebook*, *Instagram* and *Twitter*, and so on.
- Demonstrated understanding of the media landscape and the ability to build relationships and opportunities with media and partnership organisations.
- Demonstrated experience and initiative in supporting and organising events and liaising with a wide range of people and organisations.
- Knowledge and understanding of equal employment opportunity (EEO).
- Knowledge and understanding of occupational health and safety (OH&S).

DESIRABLE.

- Previous experience working in a relevant sector, such as a membership-based, not-for-profit and/or arts, visitor attraction or heritage organisation.
- An understanding of issues and networks in the diverse Victorian museum industry, including the volunteer sector.
- Administrative experience in a small to medium-sized organisation.

- Qualifications and / or skills related to communications practice.
- Previous experience in online booking systems.
- Experience in working with people from a broad range of other cultures.
- First Aid Certificate

6. ORGANISATIONAL RELATIONSHIPS / AUTHORITY

ORGANISATIONAL RELATIONSHIPS

Reports to: CEO

Internal contacts: The WR Johnston Trust members, CEO and staff, volunteer groups, volunteers and visitors.

Other staff in the organisation include: Front of House (full-time shared role) and an Accountant (part-time).

External Contacts: Visitors, members, media, artists, lecturers, suppliers, government agencies, variety of museum and arts, tourism and training organisations, and others.

ORGANISATIONAL AUTHORITY

Decisions made in the position:

- Take appropriate action and problem solve to ensure delegated programs and respective budgets are managed in a timely and efficient manner.
- Provide enquiries with feedback and advice within the officer's sphere of expertise.
- Publicly promote the delegated programs and other branch activities.

Decisions referred:

- Any difficult situations or enquiries which cannot be dealt with.
- Expenditure over delegated limits.

7. OCCUPATIONAL HEALTH AND SAFETY

Employees are responsible and accountable for:

- Compliance with workplace policies and procedures for risk identification, risk assessment and risk control.
- Active participation in activities associated with the management of workplace health and safety.
- Identification and reporting of health and safety risks, accidents, incidents, injuries and property damage at the workplace.
- Correct utilisation of appropriate personal protective equipment.
-

TERMS AND CONDITIONS OF EMPLOYMENT AND OTHER RELEVANT INFORMATION

The tenure of this position is full-time (1.0 FTE / 37.5 hours per week) for a fixed term of one (1) year initially with potential for renewal of contract. The regular work days are weekdays from Monday to Friday 9:00am to 5:00pm.

The position is based in East Melbourne and may involve occasional travel. There will be occasions when the hours of duty may be required to be undertaken beyond the usual spread of hours such as some evening and weekends, for events or exhibition openings.

Salary package is based on a 37.5 hour week and twenty (20) days per annum sick leave of ten (10) days per annum (which includes sick leave and carer's leave) and 9.5% superannuation company contribution.

General terms and conditions as described further in the *Terms and Conditions of Employment and the Employment Policies and Procedures Manual*.

The appointment is subject to the successful completion of an initial three (3) month probationary period, thereafter termination by either party will require written notice of four (4) weeks (one month).

The preferred applicant will be requested to undergo a satisfactory Police Check and to consent to a Working with Children Check.

The preferred applicant will be required to hold a current [manual] driver's licence (prior to commencement in the position) to fulfill the inherent requirements of this role.

Compliance with The Johnston Collection's drug and alcohol policy stipulates that all employees and contractors are responsible to be drug and alcohol free while at work.

The preferred applicant may be asked to undergo medical assessment in relation to skills required.

In order for us to work within a requirement of our **Planning Permit** issued by the City of Melbourne, it is a permitted requirement for staff and volunteers not to park their car in the vicinity of TJC at any time. We strongly advise and encourage that public transport is the best mode of transport to The Johnston Collection.

Further enquiries may be directed to: Louis Le Vaillant, CEO, The Johnston Collection

ACKNOWLEDGEMENT

This job description has been designed to indicate the general nature and level of work performed by employees within this classification. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities and qualifications required of employees assigned to the role.