Position Title: Digital Media and Communications Officer
Classification: Level 4
School/Division: Office of the Deputy Vice-Chancellor (Education)
Centre/Section: Lawrence Wilson Art Gallery
Supervisor Title: Manager Engagement and Education
Supervisor Position Number: 319984
Position Number: 322145

Your work area

The Lawrence Wilson Art Gallery (LWAG) is a university art gallery of international standing that plays a pivotal role in supporting the educational, research, and community engagement efforts of the University of Western Australia.

LWAG are stewards of two significant art collections: the University of Western Australia Art Collection and the Cruthers Collection of Women’s Art. The gallery is well known for championing contemporary art and emerging artists, and showcasing the diversity of Western Australian art.

The LWAG team is responsible for the curation and management of evolving nationally significant art collections. We present an annual program of intellectually rigorous and engaging exhibitions that contribute to the local and national arts landscapes. These exhibitions are accompanied by a series of engaging events designed for diverse audiences and communities.

As a centre for artistic exploration, LWAG benefits students and faculty, fostering creativity and intellectual growth. Beyond the University, LWAG reaches out to the public, offering lectures, workshops, and other initiatives to enhance appreciation and understanding of art and culture.

Functioning as a community-oriented space, LWAG’s flexible facility includes galleries, a retail area, and engagement spaces, making it a vibrant cultural and academic hub for the University and external groups alike. In its role as a university art museum, LWAG remains committed to promoting critical thinking and cultural understanding, enriching both the intellectual and cultural landscape of the University and the broader community.

Reporting structure

Reports to: Manager Engagement and Education

Your role

This multifaceted and dynamic role involves working with the Manager Engagement and Education and Visual Design and Communication Officer to develop a digital strategy for social media and marketing digital communications for exhibitions, programs and events.

In this exciting role a unique skill set is critical, combing strong communication, excellent copy editing and good strategic thinking in marketing. This position serves as a critical link between LWAG and its patrons, and the community, communicating outwardly about all we do.
**Your key responsibilities**

Work with colleagues and internal stakeholders to deliver and update the Communications Plan.

Plan, coordinate, and deliver content creation for various communication channels.

Manage stakeholder communications, with a focus on digital platforms (social media, EDMs - Electronic Direct Mail).

Implement LWAG’s Style Guide, aligning it with the overarching UWA (University of Western Australia) style and branding guidelines.

Collect and maintain statistical data related to communications and audiences.

Offer editing support for LWAG staff as directed, ensuring consistency and quality in written materials.

Coordinate and execute general public relations messaging and communication efforts for LWAG.

Ensure the ongoing maintenance, integrity, and efficiency of databases.

Manage guest invitations, event ticketing, and media lists.

Execute basic graphic design work across the Adobe Suite as directed, contributing to visual elements of communication materials.

Other duties as directed

**Your specific work capabilities (selection criteria)**

Year 12 or equivalent competency

Experience in using digital platforms such as mailchimp, wipster, eventbrite or equaliants, and a high social media proficiency.

Relevant administrative, graphic design, communications and marketing experience, preferably in a Gallery environment.

Proficiency in a range of computing skills including word processing, including Adobe Suite, Facebook, Instagram, Photoshop, Excel, spreadsheets, databases, internet, and email.

Well-developed personal, verbal and written communication skills.

Ability to work independently, show initiative and work productively as part of a team.

**Special requirements (selection criteria)**

Current National Police Clearance Certificate

C class driver’s license (optional)

**Compliance**

Ensure you are aware of and comply with legislation and University policy relevant to the duties undertaken, including:

The University’s Code of Conduct [hr.uwa.edu.au/policies/policies/conduct/code/conduct](hr.uwa.edu.au/policies/policies/conduct/code/conduct)

Inclusion and Diversity [web.uwa.edu.au/inclusion-diversity](web.uwa.edu.au/inclusion-diversity)

Safety, health and wellbeing [safety.uwa.edu.au](safety.uwa.edu.au)