
Fact Sheet

Staffing Levels & Position Titles

February 2019



Staffing Levels & Position Titles

What are appropriate staffing levels for a public gallery?

While each public gallery is unique, the following benchmarks* should be considered:

Small Gallery (One gallery space with less than seven exhibitions a year and an art collection of up to 5,000 items)

Director (full-time)
Senior Curator / Curator (full-time)
Registrar (part-time)
Marketing Officer (part-time)
Reception / Retail (part-time)
Technicians (casual)

Medium Gallery (Multiple gallery spaces with seven or more exhibitions a year and an art collection of up to 10,000 items)

Director (full-time)
Business / Operations Manager (full-time)
Development & Fundraising Officer (part-time)
Senior Curator (full-time)
Curatorial Assistant / Exhibitions Officer (full-time)
Collections Manager / Registrar (full-time)
Education Officer (part-time)
Public Programs Officer (part-time)
Communications & Marketing Officer (part-time)
Reception Officer (full-time)
Retail (full-time + casuals)
Technicians (full-time + casuals)

Large Gallery (Major gallery running extensive exhibition and public programs and an art collection of over 10,000 items)

Director (full-time)
Departments of 5 or more staff: Executive Management; Governance, Policy & Planning; Human Resources; Finance; Development & Fundraising; Curatorial; Collections Management; Conservation; Exhibition Design & Management; Education & Public Programs; Communications & Marketing; Commercial Operations; Membership Services & Front of House; Facilities Operations; Information Technology.

What are appropriate position titles and definitions?

The **Director** develops and implements a strategic plan which sets the artistic direction and operations for the gallery and ensures compliance with current legislation. They implement and report on policies and procedures and the supervision of staff. They may have duties relating to managing a board and/or an advisory committee. They are financially accountable and will also develop and implement fundraising initiatives.

The **Senior Curator** leads the programming of the gallery, which incorporates diverse artistic styles and perspectives. They support the development and reporting of the annual budget, initiate ideas for public events and oversee the design, interpretation and logistics of exhibitions. They lead the development of an art collection and systems and procedures for collection management. They are generally responsible for managing at least one member of staff.

The **Curatorial Assistant** assists with the research, development and delivery of high quality exhibitions and displays, publications and online content. They assist in the development of the collection by following up potential acquisitions and preparing acquisition proposals.

The **Collections Manager / Registrar** ensures objects in the collection are conserved, tracked and appropriately registered. They oversee internal and external loans of objects in the collection. They lead documentation, cataloguing and storage of the collection and its online presence.

The **Reception / Retail Officer** welcomes visitors to the gallery and undertakes administrative and retail oriented duties to support gallery operations. They attend to telephone and email enquiries, oversee the development and maintenance of mailing lists/databases and order stationery and art materials as required. They oversee purchasing stock for the gallery shop, reconciliation of gallery sales, collate data and statistics relating to attendance, visitor surveys, social media, financial, and website page views.

The **Education Officer** develops a program to encourage school visitation targeting primary, secondary and tertiary along with senior programmes. They identify opportunities to link curriculum outcomes with the exhibition program and may manage an outreach program. They lead a team of paid staff or volunteers that give talks to various age groups and write education material to promote the exhibitions and permanent collection.

The **Public Programs Officer** develops innovative and diverse engagement programs for the community, working closely with the Gallery Director and/or Senior Curator. They develop and manage public events, provide technical support, co-ordinate catering, and run a booking service. They are responsible for volunteer training and guided tours.

The **Communications and Marketing Officer** ensures an effective communications and marketing strategy is implemented. They are a skilled copywriter responsible for building organisational profile, production and delivery of all marketing collateral, including annual programs and reports, posters and catalogues. They prepare media releases, website content, e-news and promote the gallery through social media.

The **Development and Fundraising Officer** identifies, cultivates and maintains donor and member relationships. Working with the Director, they develop fundraising strategies and campaigns that align with the gallery's objectives. They actively seek out new patrons and bequests. They lead and support grant applications to a range of funding and grant-giving bodies including state and federal governments and private trusts.

The **Business / Operations Manager** oversees the day to day operations of the gallery and facilities. They are responsible for the development of policy including risk management and OHS&W. They support the Director in the development and management of strategic partnerships as well as financial management of the gallery. They prepare funding applications, reports and acquittals.

Technicians have diverse experience in handling, installing and demounting exhibitions. Key responsibilities include installation and demounting of artworks, carpentry, painting and lighting. They use ladders, power tools and hand tools on a regular basis and may hold an elevated work platform license. They support the unloading and loading of crates and heavy object moving and setting up lighting, sound systems and audio visual presentations.

Independent Curators may be engaged to deliver a one-off exhibition. They should be appropriately remunerated as per the National Association for the Visual Arts minimum rates of pay. Exhibitions and their requirements will vary in scale but the agreed salary must consider the time it takes to develop an exhibition theme, select artists and art works, coordinate loans, including transport to and from the gallery. They will also provide written content for labels, catalogues and promotional material. This could take anywhere between 1 – 6 months full-time work. Agreements should be made indicating each task and a payment schedule.

* Staffing levels and position titles are drawn from PGAV Benchmarking 2017.

PGAV

The Public Galleries Association of Victoria (PGAV) is the peak body representing fifty art galleries and art museums across metropolitan and regional Victoria. Our role is to support, develop and promote public galleries in Victoria and within the national context.

Our Vision

Is a vibrant, cohesive, professional network of public galleries across Victoria that deliver inspiring visual art experiences which are relevant and accessible to the whole community.

Our Mission

Is to build and strengthen the capacity of public galleries in Victoria to deliver valuable cultural, social and economic returns to their communities. To achieve this mission we act as a broker between our members, the three-tiers of government, the private and philanthropic sectors, education and research institutions, the media and the community.