Special Collections and Grainger Museum  
Student/Volunteer Position Guide

**Position Title:** Engaging Exhibition Audiences project, Special Collections and Grainger Museum

**Supervisor:** Chelsea Harris - Exhibitions Marketing and Events Coordinator, Special Collections and Grainger Museum  
Helen Arnoldi, Museums and Collections Projects Coordinator

**Position Goal:** The primary goal of this position will be to assist in attracting new internal and external audiences to the exhibitions and activities of the Grainger Museum and Special Collections.

**Background:** Special Collections comprises the Rare Books collection, the Print collection and the Rare Music collection. Items in these collections are housed in special conditions by reason of their age, value or uniqueness to ensure their care and preservation for current and future generations of scholars and researchers and as a record of our cultural history. Special Collections are utilised for academic research, object-based learning in the delivery of courses, student internships, visiting scholars, public engagement through exhibitions and public programs, community and special interest tours and as resources in academic and public lectures and symposiums. They contribute to the rich fabric of Melbourne’s cultural life through loans to other cultural institutions and involvement in externally held cultural events. This engagement will take the form of a new communications strategy, encompassing a social media management structure to facilitate sustained activity within our current resourcing.

The Grainger Museum was established in the 1930s by the composer, pianist and folklorist Percy Grainger, to show the ‘sources from which composers draw their inspirations’. The collection includes music manuscripts and printed editions by many composers, correspondence, musical instruments, ephemera, photography and fine and decorative arts. Following a prolonged period of closure, the Grainger Museum re-opened to the public with a strikingly designed and world class contemporary fit-out in October 2010. Since then, day to day priorities have not enabled the opportunity to focus attention on attracting new audiences. The Grainger Museum is keen to build and broaden its ‘public’, and to do so will need to identify the many niche target markets that could be attracted to the Museum with its diverse collections. Mechanisms for promoting the Grainger Museum to these new audiences have been developed and will be assisted and further developed through this position.

**Responsibilities:** Under the direction of the Exhibitions Marketing and Events Coordinator, the student/volunteer will be required to research and target specific audiences for upcoming exhibitions held in the Grainger Museum and Noel Shaw Gallery, Baillieu Library. To do this, they will need to familiarise themselves with the broad collection categories within the Grainger Museum collection and Special Collections, and gain a detailed understanding of the exhibition and its associated events. To help facilitate this, attendance at regular exhibition meetings will be encouraged. Specific project tasks will include the identification of special...
interest groups for promotion; writing copy for exhibition and event promotion; creating event listings on external websites such as City of Melbourne What’s On; and contribution to new audience development initiatives more generally. The student will also have the opportunity to contribute to the management and posting on Special Collections Facebook and Instagram accounts, including sources, images and copy and scheduling.

**Qualifications:**

Ideally the student/volunteer will understand marketing particularly as it relates to the visual arts/cultural collections/museums.

Knowledge of Melbourne’s cultural landscape would be an advantage as would an understanding of social media and other marketing tools (progress towards the completion of a degree in Marketing / Arts Administration and Management or similar would be ideal). Candidates with an understanding of social media marketing will be strongly preferred.

Excellent communication and written skills are necessary to be able to work on this project.

The ability to work independently and as part of a small team is essential. A methodical, innovative approach with a keen eye for detail is also required.

**Training and Supervision:**

On-the-job training specific to the requirements of the position will be given.

Weekly informal meetings will be held with the Exhibitions Marketing and Events Coordinator and occasional meetings with the Museums and Collections Projects Coordinator to review how the project is progressing and discuss any ideas or problems encountered.

**Benefits:**

Opportunity to work at close hand with several of the University of Melbourne’s cultural collections.

The opportunity for professional development through the application of marketing skills and arts administration.

Satisfaction in working closely with Special Collections and the Grainger Museum and assisting in the development of new audiences for their rich collections. Increasing the profile of the Noel Shaw Gallery and the Grainger Museum through the nurturing of new exhibition audiences will help enhance our long-term understanding, access to and appreciation of the University’s cultural collections.

For more information on this position please contact:

Helen Arnoldi, Museums and Collections Projects Coordinator
Telephone: 8344 3103
Email harnoldi@unimelb.edu.au