

MELBOURNE WINTER MASTERPIECES

HERMITAGE

MASTERPIECES FROM THE HERMITAGE

The Legacy of Catherine the Great

BEHIND THE SCENES AT THE NGV INTERVIEW NOTES

MEET THE MANAGER OF MARKETING – JANE ZANTUCK

What is the role and function of Marketing at the NGV?

Describe what happens during a typical day in the department of Marketing at the NGV.

What professional skills and abilities are needed or recommended to work in Marketing?

Summarise the key developments and/or decisions made by this staff member in their career pathway.

What are the key aims and objectives of the Marketing campaign for the Melbourne Winter Masterpieces series?

What were the key marketing strategies for the 2015 Melbourne Winter Masterpieces exhibition?
