

MELBOURNE WINTER MASTERPIECES

# HERMITAGE

MASTERPIECES FROM THE HERMITAGE

*The Legacy of Catherine the Great*

## BEHIND THE SCENES AT THE NGV INTERVIEW NOTES

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### MEET THE SENIOR PUBLICIST – MARION JOSEPH

What is the role and function of Media and Public Affairs at the NGV?

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Describe what happens during a typical day in the department of Media and Public Affairs at the NGV.

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What professional skills and abilities are needed or recommended to work in Media and Public Affairs?

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

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What are the key aims and objectives of the Media campaign for the 2015 Melbourne Winter Masterpieces exhibition?

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Outline the key stages of the Media campaign for the 2015 Melbourne Winter Masterpieces exhibition.  
What is involved in the preparation of an NGV media kit and media preview?

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NGV Education Partners