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YOU can't keep Ms Lena St George-Sweet away from the arts.

She spent 23 years at the British Council as its arts director before leaving to enter academia as assistant director at Office of Student Life at the Singapore Management University in February this year.

And now, eight months later, she's going back to the arts world. From Oct 23, she will head the corporate communications department of the National Museum.

She said a casual chat a month ago with her long-time friend Lee Chor Lin, director of the newly refurbished museum, led her to the new job.

The 45-year-old said with a laugh: "The National Museum is such an exciting space and I'm going back to what I love, which is the arts."

The Singaporean believes that her eight months at SMU will stand her in good stead as one of her main tasks at National Museum will be to "get more young people in".