

JOB DESCRIPTION FORM

JOB TITLE: Manager Marketing and Audience Development	POSITION NUMBER 11413	CLASSIFICATION: Level 7
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AWARD Public Service Award 1992 / PSGO CSA GA	EMPLOYMENT TYPE Permanent, Full Time
DIRECTORATE Fremantle Museums and Business Development	TEAM Marketing and Audience Development
POSITION REPORTS TO Director Fremantle Museums and Business Development, L8	POSITIONS REPORTING TO THIS POSITION Marketing Coordinator, L4 Customer Relationship Management Coordinator, L4 Audience Research Officer, L3 Graphic Designer, L3
PURPOSE OF POSITION <p>The Manager Marketing and Audience Development provides advice to with the CEO, Executive Management Team and strategic partners external to the Museum to grow new audiences for the Museum and build deeper connections with existing audiences. To lead the strategic development, planning and execution of the Museum's marketing, audience development, branding and events strategies to promote the WA Museum, its strategic priorities, diverse programs and services.</p>	
CONTEXT <p>The Western Australian Museum is positioning itself through scientific and academic excellence, public programs and relevant exhibitions to keep pace with the rapidly changing face of Western Australia. The Museum has made a major contribution to the collection, conservation and research of the State's natural and social history, maritime heritage and the cultural heritage of Indigenous communities in Western Australia.</p> <p>The Museum is a Statutory Authority within the Department of Local Government, Sport and Cultural Industries. The Department facilitates lively communities and the economy and the offering of outstanding and inclusive sporting and cultural experiences to local, interstate and international visitors.</p>	

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STATEMENT OF DUTIES

Marketing, Brand and Audience Research Management

- Leads and manages the development, implementation and evaluation of strategic and operational marketing strategies to increase awareness of the WA Museum, its exhibitions, sites, diverse range of products, programs and services to create new audiences, as well as engage and develop strategic partnerships.
- Liaises with the Executive in the development and implementation of strategic marketing plans and effectively manages relationships between the WA Museum and its stakeholders.
- Works collaboratively with the Manager for Communications and Media and other Museum departments to develop, implement and evaluate marketing, brand and audience development strategies.
- Leads and manages the WA Museum's audience research program including user research, program evaluations and analysis of related data; working with other parts of the business and Executive Management Team to present results, address issues, challenges and trends to better meet the needs of the Museum and its audience.
- Manage, implement and evaluate the Museum's brand strategy to support the organisation's strategic plan and ensure it is delivered across the organisation. This includes ensuring consistent branding through all promotional activities, style guides and communication channels and ongoing monitoring of key performance measures.
- Provides the strategic promotional direction for exhibitions and programs liaising with key departments to develop the creative direction and key marketing propositions including pricing, naming, and visitation projections.
- Develops a broad range of effective networks to support the implementation of marketing, brand and audience development strategies at state, national and international levels.
- Supports the Director with the development and implementation of marketing policies, frameworks and processes.

Event and Function Management

- Develops and implements, in collaboration with other Museum departments, a program of high profile functions and events to promote the WA Museum, its exhibition program and strategic direction.
- Develop strong stakeholder relationships and manages strategic partnerships with industry, media partners and community leaders to increase participation at functions and events.

Resource Management (People, Financial & Physical)

- Develops, manages and forecasts the marketing, events and research budget, including meeting planning, monitoring and reporting requirements.
- Provide leadership, management and mentoring support to team members to maintain a highly skilled and motivated team.
- Effectively manages contracts with external providers of products and services.

Corporate Responsibilities

- Represents the WA Museum at relevant functions, seminars, events and meetings including outside normal Museum hours.
- Provides information and reports to the CEO as required.
- Maintains a close liaison and working relationship with the Executive Management Team and the Director, WA Museum Foundation.
- Assists in the development of sponsorship proposals for key museum programs and exhibitions with the WA Museum Foundation with respect to marketing planning.

Other Duties

- Provides support to the Director and other duties as required in respect to the scope of the position.

Compliance and Legislative Knowledge

- Comply with Department's Code of Conduct, policies and procedures and relevant appropriate legislation.
- Meet Occupational Safety and Health, Equal Opportunity and other legislative requirements in accordance with the parameters of the position.

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<p>WORK RELATED REQUIREMENTS (SELECTION CRITERIA)</p> <p>ESSENTIAL CRITERIA</p> <ol style="list-style-type: none"> 1. Demonstrated ability in leading, developing and implementing high level comprehensive and effective marketing and audience development strategies, policies and procedures for a diverse range of programs. 2. Demonstrated ability to manage the production of promotional material across a range of media, to ensure timely production and effective results. 3. Highly developed event management skills including demonstrated ability to plan and deliver high profile and complex events and identify, prevent and problem solve complex issues flexibly, proactively and in a timely manner. 4. Demonstrated ability to effectively manage multiple projects and meet challenging timeframes for activities which are both planned and opportunistic. 5. Superior written and verbal communication skills and presentation skills with highly developed networking, liaison and stakeholder engagement abilities across a diverse and wide range of stakeholders and audiences. 6. Proven team leadership, supervisory and management skills including effective management of finances and resources. 7. Excellent interpersonal skills and demonstrated ability to work with people internally and externally at all levels, including VIPs. <p>DESIRABLE CRITERIA</p> <ol style="list-style-type: none"> 1. Tertiary qualifications (or extensive professional experience) in marketing, media or other relevant discipline. 2. Knowledge and understanding of culture and the arts and the role and functions of Museums. 	<p>KEY RELATIONSHIPS / INTERACTIONS</p> <ul style="list-style-type: none"> • Staff within the team and across departments of the Museum. • Executive Management Team and Site Managers. • Staff and senior ranking people from across a variety of government agencies (including tourism and arts), corporate and media sectors. <p>KEY CHALLENGES</p> <ul style="list-style-type: none"> • Developing and maintaining good working relationships with a variety of stakeholders. • Working in a busy and changing work environment. • Managing competing priorities. • Ability to work within limited budgets to maximise results. <p>SPECIAL CONDITIONS</p> <p>Nil.</p> <p>LOCATION</p> <p>Perth</p> <div style="border: 2px solid black; padding: 10px; text-align: center;"> <p>REGISTERED</p> <p>Western Australian Museum</p> <p>INITIALS: SJM DATE: 27.02.2019</p> </div>
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Manager Signature: **Date:**/...../..... **Employee Signature:** **Date:**/...../.....