



WESTERN
AUSTRALIAN
MUSEUM

DEPARTMENT OF LOCAL GOVERNMENT, SPORT AND CULTURAL INDUSTRIES

WESTERN AUSTRALIAN MUSEUM
JOB DESCRIPTION FORM

MISSION

To inspire and challenge people to explore and share their identity, culture, environment and sense of place, and to contribute to the diversity and creativity of our world.

VISION

To be an excellent and vibrant Museum, valued and used by all Western Australians and admired and visited by the world.

VALUES

Accountable
Inspirational, Inclusive and Accessible
Enterprising and Excellent
Sustainable

ABOUT THE MUSEUM

The Western Australian Museum is home to the State’s scientific and cultural collection, which it makes accessible to the community through research, exhibitions and public programs. It provides opportunities for all Western Australians to express their sense of being, celebrate their cultural heritage and identity, and embrace their shared existence. It is a place where people can share stories and experiences. It adheres to principles of mutual understanding and natural justice. The Museum’s exploration, research and interpretive work in the sciences and humanities is world leading.

The Museum currently has six public sites: WA Maritime Museum, WA Shipwrecks Museum, Museum of Geraldton, Museum of the Goldfields, and Museum of the Great Southern. The Perth site is temporarily closed while we build the New Museum for WA, which is due to open in late 2020.

The Museum is a Statutory Authority within the Department of Local Government, Sport and Cultural Industries (DLGSC). 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.

DETAILS

Position Title

Media and Communications Coordinator

Position Number

14525

Classification Level

Level 5

Award/Agreement

Public Service Award 1992 / PSGO CSA GA

Directorate

Engagement

Branch/Team

Marketing, Media and Audience Development

Physical Location

Perth

Effective Date

06/09/2019

Employment Type

Permanent, Full-Time



REPORTING RELATIONSHIPS

Position reports to

Manager Marketing, L7

Positions reporting to this position

Media and Publicity Officer, L3
Media and Communications Officer, L4

PURPOSE OF THE POSITION

To develop, coordinate and evaluate the Museum's media and communications strategies including media relations, earned social media content and external communications to enhance and promote the Museum's reputation, programs and services.

STATEMENT OF DUTIES

1. Coordinates the planning, development and implementation of effective media and communication strategies to promote the diverse work of the WA Museum. This includes research outcomes from science, cultures and communities, major events, exhibitions, programs and activities throughout the State.
2. Leads the development and implementation of media and social media content frameworks and policies. Provides strategic direction to team members in relation to effective media and communication outcomes.
3. Researches, writes and edits information to effectively present messaging to a range of target audiences across media channels. Understands and creates content that aligns with the Museum's audience research outcomes.
4. Coordinates and oversees the Museum's media and communications team and works in collaboration with the marketing coordinator roles to deliver integrated plans and messaging to a wide range of audiences.
5. Develops and manages effective media networks and relationships. Maintains a strong working knowledge of effective earned social media platforms and strategies to grow audience and maximise engagement.
6. Works in collaboration with internal stakeholders to identify and coordinate opportunities to showcase the work of the Museum and its partners in the media and wider public domain.
7. Monitors media and social channels to assist in planning and identifying opportunities relevant to the Museum's activities and, working with other internal stakeholders.
8. Advises staff on policies, protocol and strategies for effective media outcomes and manages internal media and content training programs.
9. Represents the Museum at relevant functions, seminars, events and meetings including outside normal Museum hours.

Other duties as required with respect to the scope of the position.

COMPLIANCE AND LEGISLATIVE KNOWLEDGE

1. Comply with the DLGSC Code of Conduct.
2. Comply with applicable DLGSC policies and procedures, WA Museum policies and procedures, and relevant appropriate legislation; and other duties as required with respect to the scope of the position.
3. Meets Occupational Safety and Health, Equal Opportunity and other legislative requirements in accordance with the parameters of the position.

WORK RELATED REQUIREMENTS

Essential

1. Demonstrated experience in developing effective communication and media strategies to proactively promote events and activities across a variety of media platforms.
2. Demonstrated experience working with the media, including strong relationships and networks with WA media.
3. High level of communication, planning, research, writing and editing skills for a range of media including experience in writing media releases and the development of effective content.
4. Previous experience in the development of social media and content strategies to increase audience engagement and earned media.
5. Proven experience managing teams and strong organisational skills and demonstrated ability to manage multiple projects and meet deadlines.
6. Excellent interpersonal skills and demonstrated ability to work with people at all levels, and within a team environment.

Desirable

1. Tertiary qualification or substantial experience in a relevant discipline.
2. Knowledge and understanding of culture and the arts, including museums.

KEY RELATIONSHIPS/INTERACTIONS

1. Staff within the Marketing, Media and Audience team and wider Engagement directorate and Manager, Corporate Communications.
2. Internal stakeholders including Executive Management Team, staff and volunteers at various levels of the organisation.
3. External stakeholders including other government departments, WA media, sponsors and partners, members of the public.

KEY CHALLENGES

1. Working in a busy and changing work environment with multiple deadlines.
2. Maintaining good working relationships with a variety of internal and external stakeholders.
3. Working across a diverse network across varying disciplines.

SPECIAL CONDITIONS

Nil

Appointment is subject to:

1. Eligibility to Work in Australia.

Training:

1. Complete induction within three months of commencement.
 2. Complete any training specific to the role required by Departmental or WA Museum policy.
 3. Complete the DLGSC's Accountability and Ethical Decision Making training within six months of appointment.
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