



JOB DESCRIPTION FORM

JOB TITLE: Manager Digital Services and Online Development	POSITION NUMBER 12809	CLASSIFICATION: Level 6
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AWARD PSA 1992 / PSGOGA 2014	EMPLOYMENT TYPE Permanent, Full Time
DIRECTORATE Finance & Business Development	TEAM Online Development
POSITION REPORTS TO 11092 Director, Level 8	POSITIONS REPORTING TO THIS POSITION 12992 Online Services Designer, Level 4 12991 Online Services Developer, Level 4 12705 Publications Coordinator, Level 4 13373 Digital Services Producer, Level 3

PURPOSE OF POSITION
Strategic management and development of the Museum's digital services and web-based facilities, including website, intranet and associated services; overseeing and monitoring all aspects of content, design, system development and accessibility.

CONTEXT
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.
The Western Australian Museum is part of the Culture and Arts Portfolio, brought together by the Department of Culture and the Arts (DCA). DCA is the State Government agency responsible for the Government's support of management and development of arts and culture in Western Australia.

REGISTERED
DEPARTMENT OF CULTURE AND THE ARTS
INITIALS CC DATE 2/7/15



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STATEMENT OF DUTIES

STRATEGIC MANAGEMENT

1. Lead the development of, and ensure support and compliance with, Museum, Portfolio and Government web content strategy and policy, by advising, negotiating with and influencing senior officer and portfolio information management personnel.
2. Ensure maximum usability of Museum websites by providing specialised advice on website usability testing and site architectures, and by developing, implementing and maintaining a service framework for consistent user experience and web usability testing.

WEB DESIGN AND DEVELOPMENT

1. Provide project management for the delivery of significant and complex on-line communication campaigns for the Museum, by undertaking all aspects of project management and reporting on outcomes.
2. Provide leadership in the provision of innovative design of web-based facilities, and governance on all aspects of web content and design.
3. Promote best-practice in web-related matters by monitoring industry developments and trends and identifying opportunities to improve service delivery.

CONTENT MANAGEMENT

1. Contribute to the review and development of online publishing, access policies and standards, by representing the Museum at forums and steering committees.

ADMINISTRATION

2. Coordinate and compile content for the Western Australian Museum web site and intranet. Maintain integrity and adherence to standards of the web site and intranet before publishing.
3. Develop policies, procedures and protocols for the ongoing development and maintenance of the web site and intranet.
4. Lead the delivery of a best-practice web service and the provision of web support for clients and staff of the Museum, by leading a small web team.
5. Identify and support opportunities for innovative partnership and collaboration within the Museum eg integrated e-commerce, online-publishing.

1. Effectively manage contracts, where applicable, with external organisations/suppliers/contractors for the provision of services/products related to web projects.
2. Undertake content and accessibility reviews of web-based facilities to ensure a high degree of accuracy, credibility and ease of use.
3. Assist the Director with other duties as requested, having regard for the skills, knowledge and abilities of the employee.

Compliance and Legislative Knowledge

- Comply with Culture and Arts Portfolio 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.
- Ensure compliance with relevant legislation the State Records Act, Electronic Transactions Act, Privacy Act and any other appropriate legislation of the DEPARTMENT OF CULTURE AND THE ARTS

INITIALS LC DATE 21/11/15

DECLARATION
I hereby declare that the information provided is true and correct to the best of my knowledge and belief.

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<p>WORK RELATED REQUIREMENTS (SELECTION CRITERIA) Essential</p> <ol style="list-style-type: none"> Development and management of internet and intranet sites, including all aspects of content, design, system development and accessibility. The strategic planning, management and delivery of major web-based projects. The ability to provide strategic advice about web and online development to the director and executive teams. Implementation of innovative strategies, solutions and creative responses to on-line information management problems. Highly developed written and interpersonal communications – including well-developed team management, negotiation, consultation and change-management skills. Management of client relationships and stakeholder engagement. By applying the principles of equal opportunity and diversity, and occupational health and safety, have a demonstrated commitment to developing a work environment that provides mutual understanding, respect and equity for all employees and clients and is safe and healthy. <p>Desirable</p> <ol style="list-style-type: none"> Tertiary qualifications (or extensive professional experience) in a marketing, web, multimedia or related field. Knowledge of role and functions of Museums. Demonstrated experience in graphic design, and competency in the use of design software. 	<p>KEY RELATIONSHIPS / INTERACTIONS</p> <ol style="list-style-type: none"> Staff within web design team, other Museum teams, Executive Management team, Department for Culture and the Arts Information Services team, arts and media sector. <p>KEY CHALLENGES</p> <ol style="list-style-type: none"> Provide strategic advice about web and online development to the director and executive teams. The ability to oversee and monitor all aspects of content, design and accessibility whilst maintain strong relationships. <p>SPECIAL CONDITIONS</p> <p>Nil</p> <p>LOCATION</p> <p>Perth</p>
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Manager Signature: **Date:** / /

Employee Signature: **Date:** / /

