



JOB DESCRIPTION FORM

JOB TITLE: Senior Project Officer Audience Advocate	POSITION NUMBER: 13217	CLASSIFICATION: Level 5
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AWARD PSA 1992 / PSGOGA 2014	EMPLOYMENT TYPE: Fixed term, full time
DIRECTORATE Office the CEO	TEAM New Museum Project
POSITION REPORTS TO Creative Director, Level 8	POSITIONS REPORTING TO THIS POSITION Nil

PURPOSE OF POSITION

The Senior Project Officer - Audience Advocate is responsible for ensuring the interests, needs and expectations of audiences are sought and taken into consideration during the development of the content for and design of New Museum exhibitions and other public spaces. The role coordinates the development of engaging post-opening lifelong learning programs related to the exhibitions.

CONTEXT

The Western Australian Museum is the State's natural, social and cultural history museum. It has public sites in Perth, Fremantle, Kalgoorlie, Albany and Geraldton and a collection and research centre in Welshpool. It 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.

The WA Museum's mission is to inspire people to explore and share their identity, culture, environment and sense of place, and to experience the diversity and creativity of our world.

The WA Museum is developing a New Museum at the Perth Cultural Centre site, scheduled to open in 2020, and is committed to consulting and engaging with the community and other stakeholders, encouraging all Western Australians to have input into the Museum.

This position will play a vital role in the Museum's Content and Operations project team, working with Creative Director/s and exhibition project team/s to put audience needs at the heart of New Museum's exhibitions and other public spaces.

REGISTERED

DEPARTMENT OF CULTURE
AND THE ARTS

INITIALS *SPM* DATE *5/8/16*



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STATEMENT OF DUTIES

- 1 Provide professional leadership for the design of quality audience experiences to support a range of New Museum delivery strategies including exhibitions and programming.
- 2 Provide professional contribution to the creative development of exhibition storylines with emphasis on audience interests, needs and expectations as well as curriculum relevance.
- 3 Provide professional contribution to the creative development of content for displays, interactives, multi-media and programming areas with emphasis on content and interpretive approaches that cater for different learning styles.
- 4 Review building and exhibition design concepts with an emphasis on ensuring adequate spaces and services are provided for the delivery of quality learning experiences and visitor programs.
- 5 Liaise with community engagement and audience research staff to develop and implement the audience research/consultation plan (at brief, concept and developed design phases) with schedule and budget details.
- 6 Implement front-end, formative, remedial and summative audience research related to content development including working with New Museum research/consultation panels.
- 7 Ensure audience and community feedback is incorporated into the content development and exhibition design processes
- 8 Assist with the preparation and review of exhibition text from audience perspective.

- 9 Assist with the development and implementation of the post-opening operational plan.
- 10 Liaise with Learning and Creativity staff to develop the education/public program plan (at brief, concept and developed design and implementation phases) with schedule and budget details.
- 11 Coordinate the generation of post-opening Learning and Creativity programs in consultation with the team and other staff.

Other duties as required with respect to the skills, knowledge and abilities of the employee.

Compliance and Legislative Knowledge

- Comply with Department of Culture and the Arts Code of Conduct, policies and procedures and relevant appropriate legislation; and
- 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</p> <ol style="list-style-type: none"> 1. Demonstrated ability to work collaboratively in multidisciplinary teams developing creative content for a variety of audiences and learning styles. 2. Experience in articulating concepts and contributing to the development of creative briefs and working with others to realise these in physical and virtual formats. 3. High level interpretation skills and knowledge of contemporary learning theory and its application within museums, or similar environments. 4. Experience in planning and implementing audience research and community consultation and utilising results within museums or similar environment. 5. Demonstrated skills in people, project and budget management. <p>Desirable</p> <ol style="list-style-type: none"> 1. Tertiary qualifications in a relevant field related to learning 2. Experience engaging directly with Aboriginal communities for creative project outputs. 3. A broad knowledge and understanding of WA history and/or environment 	<p>KEY RELATIONSHIPS / INTERACTIONS</p> <ol style="list-style-type: none"> 1. New Museum creative teams. 2. New Museum consultants, contractors and suppliers. 3. External stakeholders – government departments; supporters and sponsors; community groups; members of the public. 4. Internal stakeholders – Executive Management Team; staff and volunteers. <p>KEY CHALLENGES</p> <ol style="list-style-type: none"> 1. Making audience needs a high priority for all creative team members. 2. Critical thinking, problem solving, flexibility and adaptability to accommodate evolving priorities and opportunities. 3. Manage the demands and expectations of internal and external stakeholders so they remained aligned with the agreed project scope. <p>SPECIAL CONDITIONS</p> <ol style="list-style-type: none"> 1. Employees may be required to work on weekends and evenings. 2. A current 'C' class Drivers Licence or equivalent will be required. <p>Unless otherwise stated all positions within the WA Museum require the occupant to be able to use a PC and have a working knowledge of MS Office software including Outlook, Word, Excel and Powerpoint.</p> <p>LOCATION</p> <p>This position is based in Perth however employees may be required to travel to and work from any of the Museum's sites on a short-term basis.</p>
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Manager Signature: **Date:**/...../..... **Employee Signature:** **Date:**/...../.....