

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 West 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.

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 Publicity Officer

Position Number

11065

Classification Level

Level 3

Award/Agreement

Public Service Award 1992 / PSGO CSA GA

Directorate

Organisational Development

Branch/Team

Organisational Development

Physical Location

Perth

Effective Date

10 September 2019

Employment Type

Fixed Term, Full Time

REPORTING RELATIONSHIPS

Position reports to

Manager, Communications and Media
- Level 7

Positions reporting to this position

Nil

PURPOSE OF THE POSITION

Coordinates the development, implementation and monitoring of media, social media and publicity activities.

STATEMENT OF DUTIES

Publicity Coordination And Monitoring

1. In collaboration with relevant Museum departments, develop, deliver and monitor media and publicity activity – including social media – for exhibitions, public programs, events and museum research projects.
2. Implement and maintain processes that coordinate the execution of successful media and publicity campaigns.
3. Develop and maintain relationships with internal and external stakeholders and the media.

Administration

1. Assist the Manager, Communications and Media with the development and implementation of WA Museum communications, media and publicity plans.
2. Maintain and update the Museum's media contacts database.
3. Respond to photography, filming and Museum media access requests.

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

COMPLIANCE AND LEGISLATIVE KNOWLEDGE

- Comply with the DLGSC Code of Conduct;
- Comply with applicable DLGSC policies and procedures, WA Museum policies and procedures, and relevant appropriate legislation; and
- 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 knowledge and experience in the planning, delivery and monitoring of media and publicity activities, including social media.
2. Demonstrated highly developed interpersonal, verbal and written communication skills to allow effective liaison with a wide range of stake holders.
3. Demonstrated ability to work proactively and creatively to complete tasks and overcome problems in a team-based environment.
4. Strong organisational, project management and decision-making skills.
5. Understanding of the principles of Equal Employment Opportunity and Occupational, Safety and Health and their application in the workplace.

Desirable

1. Tertiary qualifications or professional experience in the media and / or public relations and communications area.
2. Experience in a museum or tourism environment or similar.

KEY RELATIONSHIPS/INTERACTIONS

1. All media, including social media practitioners.
2. Co-workers in the Communications and Media, and Marketing teams, other Museum staff, the Executive Management Team.
3. External stakeholders including those in the tourism, arts and media sector, and liaison with general public.

KEY CHALLENGES

1. Developing rapid responses to complex issues within tight deadlines.
2. Increasing the WA Museum's social media presence.
3. Balancing achieving strategic outcomes with immediate operational objectives.

SPECIAL CONDITIONS

Appointment is subject to:

1. Eligibility to Work in Australia.
2. Will be required occasionally to work outside normal business hours.

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 Department's Accountability and Ethical Decision Making training within six months of appointment.

