



ABOUT THE WESTERN AUSTRALIAN MUSEUM

The Western Australian Museum aims to inspire people to explore and share their identity, environment, culture and sense of place, and to contribute to the diversity and creativity of our world.

The Museum preserves, documents and shares collections relating to the State's natural and cultural heritage. It collaborates with people across Western Australia to share the stories and voices of diverse communities. It works alongside national and international organisations, contributing to global research, promoting life-long learning, and developing and hosting world-class exhibitions.

Established in 1891, it has evolved over the past 130 years to become a vibrant centre of inspiration, learning and enjoyment for all Western Australians, as well as the primary home of the State's natural science and cultural heritage collections.

Today, the Western Australian Museum has seven public locations and provides inclusive spaces where people can explore what it means to be Western Australian. It also has a Collections and Research Centre that houses more than eight million objects which are safeguarded for the benefit of future generations.

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.

MISSION

To inspire and challenge people to explore and share their identity, culture, environment and sense of place, and to experience and 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
- We recognise Aboriginal and Torres Strait Islander people as the first peoples of Australia.



**WESTERN
AUSTRALIAN
MUSEUM**

Department of Local Government,
Sport and Cultural Industries

JOB DESCRIPTION FORM

DETAILS

Position Title

Membership & Ticketing Officer

Position Number

14631

Classification Level

Level 3

Award/Agreement

Public Service Award 1992 / PSGO CSA GA

Directorate

Engagement

Branch/Team

Marketing and Audience Development

Physical Location

Fremantle/Perth

REPORTING RELATIONSHIPS

Position reports to

Manager Marketing and Audience
Development

Positions reporting to this position

- Nil

PURPOSE OF THE POSITION

This role provides and administers the Museums Membership program, with a focus on acquiring new members and identifying and maximising opportunities and sales across the two tiers of the Museum's membership portfolio.

The position works in the ticketing team, building and reporting on ticketing, revenue and audience outcomes.

STATEMENT OF DUTIES

Administration

- To create and deliver an annual membership plan spanning campaigns and events, across all Museum locations.
- Identifying opportunities to improve processes for the membership program.
- To manage the member life cycle i.e. sale and payment, new member communications, member benefit administration and renewal process.



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- Maintain an active database to foster and develop member services and communications.
- Collaborate with staff to develop and deliver Member events and promotions.
- Manage the creation and development of campaign materials including member welcome packs, newsletters, e-communications, member questionnaires and brochures.
- To develop ticketing events, including maintaining records and producing detailed reports on recruitment and retention activities, marketing campaigns and consumer behaviour.
- Responsible for managing renewal notices and processing new and renewing memberships in a timely manner.

Marketing

- Promote membership programme across internal and external stakeholders.
- Assist in the development of the membership recruitment and retention strategies.
- To assist with member market research in areas such as member benefit analysis, satisfaction and competition analysis.
- Increase membership revenue and membership database records.
- Develop value added and cost-effective activities for members.
- Oversee stock inventory for membership product and materials where appropriate.
- Monitor and maintain presentation of member areas online.
- Undertake various value-added membership activities as directed.
- Assists in coordination various promotions, signage and membership activities.
- Coordination of member-related programs during busy holiday and weekend periods in conjunction with Visitor Services team.
- Develop new membership products, systems and processes as directed.
- Communications
- To act as the main point of contact for members and prospective members, taking enquiries via multiple communication channels, providing a high level of customer service, and updating databases in a timely manner



- Communicate directly with key stakeholders within the organisation on key updates
- Development and implementation of Member-focussed content and copy

Stakeholder

- Work with other departments across the organisation to maximise engagement with membership recruitment strategy.
- Liaise with Visitor Services staff at membership counter to assess daily processes and administrative functions to ensure that an efficient and effective workflow is maintained.
- Liaise with Customer Relationship Team and Visitor Services Officers to optimise upselling of membership products.
- Undertake training and development sessions with Visitor Services Officers and provide documentation to ensure knowledge transfer between staff and to ensure that all team members are kept up to date with systems, products and processes, including systems.
- Provide hands-on customer servicing backup at the membership counter and front entrance queue marketing as required.

Financial

- Produce regular reports on membership statistics to target.
- Process electronic payments and liaise with the Finance Department to ensure accurate and up to date recording of payments

Corporate Responsibilities

- Understanding and supporting the vision, mission and values of WA Museum
- Driving awareness of your own and others' Health and Safety and comply with Occupational Health and Safety guidelines.
- Understanding of privacy

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

COMPLIANCE AND LEGISLATIVE KNOWLEDGE

- Comply with the DLGSC Code of Conduct;
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- 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

- Experience and working knowledge of Customer Relationship Management systems, including ticket build and reports.
- Experience in the implementation of effective acquisition- driven membership campaigns
- Strong written communication skills with a high level of attention to detail, particularly relating to membership communications.
- Excellent organisation and time management skills, with an ability to work autonomously and as part of a team
- Ability to extract data from the CRM to produce reports.
- Strong interpersonal skills.

Desirable

- Working knowledge of Tessitura.
- Experience working in non-profit development or membership, preferably in an arts related institution
- Knowledge of data protection and direct debit policies
- Experience of working in a membership organisation or with a loyalty /alumni scheme

KEY RELATIONSHIPS/INTERACTIONS

Staff within the Marketing, Media and Audience Development team, The customer relations and digital team and site and operational staff.

KEY CHALLENGES



Department of Local Government,
Sport and Cultural Industries

JOB DESCRIPTION FORM

Developing effective campaigns with a limited budget. Competing priorities across the business. Adapting to last minute changes.

SPECIAL CONDITIONS

Nil

APPOINTMENT IS SUBJECT TO

1. Eligibility to Work in Australia.
2. A current (within 6 months) National Police Clearance Certificate.

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.