



## **ABOUT THE WESTERN AUSTRALIAN MUSEUM**

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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**

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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**

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

### **VALUES**

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- 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**

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**Position Title**

Senior Marketing and Campaigns Coordinator

**Position Number**

15020

**Classification Level**

Level 5

**Award/Agreement**

PSA 1994/PSGO CSA GA 2019

**Directorate**

Engagement

**Branch/Team**

Media, Marketing and Audience  
Development

**Physical Location**

Perth Cultural Centre

### **REPORTING RELATIONSHIPS**

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**Position reports to**

Manager, Marketing, Media and Audience  
Development, Level 7

**Positions reporting to this position**

L4 Marketing and Campaigns Officer

L4 Marketing and Campaigns Officer

L3 Graphic Designer

L3 Research Officer

### **PURPOSE OF THE POSITION**

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The Senior Marketing and Campaigns Coordinator oversees the development, implementation and evaluation of marketing and brand campaigns across all WA Museum brands.

The role has the following key areas of focus:

- Brand strategy and marketing campaign planning, implementation and monitoring for all WA Museum brands, with strong focus on temporary exhibitions and special programs and events.
- Audience development; communicating with existing audiences and driving growth with new audiences to increase engagement across all channels, increase



visitation across each Museum site and encourage commercial revenue outcomes (spanning retail, ticketing, membership and donations for example);

- Visitor research and insights, to inform and shape brand, marketing, exhibitions, programs, ticketing and membership.
- Strong leadership, managing a small and dynamic team.

In addition to leading the marketing and audience insights team, the position works collaboratively with cross-functional teams to build campaigns and report and deliver key organisational outcomes.

The role also works closely with external partners and suppliers, including designers and media planners, to bring the campaigns to life across bought, owned and earned channels, with the aim of connecting with new audiences and maintaining existing ones.

The successful applicant must abide by and apply the guidelines and principles of the Western Australian Public Sector Code of Ethics and the Department's Code of Conduct.

## **STATEMENT OF DUTIES**

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1. Manages and administers the team through effective leadership, resource management, planning and evaluation.
  2. Develops, implements and evaluates marketing campaigns across all WA Museum brands including designing innovative content, strong engagement and campaigns that achieve business outcomes.
  3. Project manages brand, marketing, design, digital and membership activities, including providing strategic advice on appropriate use of channels and ensuring an integrated approach of traditional and digital technologies to meet visitor needs.
  4. Develops and implements market research activities to identify and understand stakeholder and audience insights. Interprets quantitative and qualitative data to track and evaluate campaigns and programs against the organisation's key performance indicators and brand strategy.
  5. Oversees brand and marketing communications including approval processes to ensure alignment and brand integrity. Manages in-house brand services; creative, design, print, production, and digital services across the organisation. Works with external providers to plan and implement effective marketing and brand campaigns.
  6. Effective budget management, including identifying opportunities to deliver cost-effective services that deliver on key performance indicators and provide value for money on marketing investment.
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7. Other duties as required with respect to the scope of the position.

## **COMPLIANCE AND LEGISLATIVE KNOWLEDGE**

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- 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**

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### **Essential**

1. Demonstrated experience in the development and implementation of effective brand and marketing campaigns, including the selection of appropriate channels and key messages for target audiences.
2. Demonstrated high level of social and digital marketing skills, incorporating content planning, advertising, search and re-marketing strategies.
3. Experience developing, implementing and analysing audience research projects to gain audience insights and evaluate effectiveness of campaigns.
4. Demonstrated high level of interpersonal skills with diverse partners and stakeholders expressed through high quality and effective marketing and brand outcomes.
5. Project management and organisational skills, managing multiple and competing deadlines to deliver successful projects.
6. Experience managing teams to deliver effective outcomes, against organisational priorities.

### **Desirable**

1. A tertiary qualification (or extensive professional experience) in marketing, advertising or a related field or equivalent.
2. An invested interest in the cultural arts sector.
3. Experience working with ticketing and CRM systems such as *Tessitura*.



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4. Ability to work well with and develop strong, respectful relationships with a diverse range of people.
5. Creative thinker; experience with the Adobe creative suite including In Design and Photoshop.

### **KEY RELATIONSHIPS/INTERACTIONS**

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1. Staff within the Media, Marketing and Audience Development team
2. Staff from all areas of the Museum including Exhibition and Design, Digital and Online, Site Managers and the Executive Management Team
3. Stakeholder engagement; from advertising and creative sectors, tourism, arts and media sectors, liaison with general public.

### **KEY CHALLENGES**

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1. Ability to balance strategic with immediate operational objectives.
2. Capacity to manage multiple projects and team requirements to meet deadlines within tight deadlines and budgets.

### **SPECIAL CONDITIONS**

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May be required to occasionally work outside normal business hours.

### **APPOINTMENT IS SUBJECT TO**

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1. Eligibility to Work in Australia.
2. A current National Police Clearance Certificate will be required prior to commencement of employment.

### **TRAINING**

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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.

REGISTERED

**Western Australian  
Museum**

INITIALS: BFC    DATE: 19.04.2021

[museum.wa.gov.au](http://museum.wa.gov.au)