



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
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MUSEUM**

Department of Local Government,
Sport and Cultural Industries

JOB DESCRIPTION FORM

DETAILS

Position Title

Marketing and Campaigns Officer

Position Number

11994

Classification Level

4

Award/Agreement

Public Service Award 1992 / PSGO CSA GA

Directorate

Engagement

Branch/Team

Marketing, Media and Audience
Development

Physical Location

Perth

REPORTING RELATIONSHIPS

Position reports to

Senior Marketing and Campaigns
Coordinator, L5

Positions reporting to this position

Nil

PURPOSE OF THE POSITION

The role assists with the following key areas:

- Brand implementation 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
- The position works collaboratively with cross-functional teams to build campaigns and report and deliver key organisational outcomes.



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STATEMENT OF DUTIES

1. In conjunction with the Senior Marketing and Campaigns Coordinator, co-ordinates the WA Museum's marketing and promotional activities to increase awareness, meet visitation and budget targets and promote the Museum's diverse range of products, programs, exhibitions and services to a range of audiences.
2. Works with the marketing, communications, social and digital teams to deliver high quality campaigns, providing advice on content planning, advertising, search and re-marketing.
3. Prepares marketing plans and develops a range of promotional materials, working with internal and external contractors.
4. Evaluates effectiveness of marketing campaigns against business targets and visitation reports.
5. Effectively liaises with key stakeholders to ensure key deliverables are met on time within budget.
6. Assists the Senior Marketing and Campaigns Coordinator with budgeting and financial administration for the marketing department.
7. 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 experience developing, implementing and evaluating integrated marketing campaigns, including the selection of appropriate channels and key messages for target audiences.



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2. Experience implementing social and digital marketing campaigns, including planning and evaluating content for digital ads, search and re-marketing strategies.
3. Highly developed interpersonal, verbal and written communication skills to deliver exceptional marketing campaigns, and to effectively liaise with a wide range of stakeholders.
4. Strong organisational, project management and decision-making skills to deliver multiple projects within budget and allocated timeframes.
5. Demonstrated ability to work proactively and creatively within a team-based environment.

Desirable

1. Tertiary qualifications (or extensive professional experience) in a marketing, advertising or a related field.

KEY RELATIONSHIPS/INTERACTIONS

1. Staff within the Marketing, Media and Audience Development team
2. Internal staff including Exhibition & Design, Digital Services, Site Managers and the Executive Management Team
3. Stakeholders from advertising, tourism, arts and media sector, liaison with general public.

KEY CHALLENGES

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

SPECIAL CONDITIONS

1. Will be required to occasionally work outside normal business hours.

APPOINTMENT IS SUBJECT TO

1. Eligibility to Work in Australia.
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2. A current National Police Clearance will be required.

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.