



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

Manager, Digital Services and Online

Position Number

12809

Classification Level

Level 7

Award/Agreement

Public Service Award 1992 / PSGO CSA GA

Directorate

Corporate and Strategy

Branch/Team

Digital Services and Online Development

Physical Location

Perth

REPORTING RELATIONSHIPS

Position reports to

Director Corporate and Strategy

Positions reporting to this position

- Senior Online Services Developer (L5)
- Online Services Developer x 2 (L4)
- Digital Services Designer (L4)
- Digital Project Officer (L4)
- Technical and Multimedia Officer (L4)
- Digital Services Producer (L3)

PURPOSE OF THE POSITION

Strategic leadership and management of the design and development of the Museum's digital services.

STATEMENT OF DUTIES

1. Strategic Management

- Leads the strategic planning, innovative development and management of the WA Museum's digital services, web content and ICT, including development of related strategies, initiatives and policies.



- Leads the evaluation, design and creative insight to maximise interactivity and functionality of the Museum websites, to ensure a consistent and high quality user experience and access to the wider dataset of images relevant to user needs.
- In collaboration with DLGSC, develops the ICT strategic plan for effective management and ongoing upgrade of ICT equipment, strategies and systems.
- Leads and coordinates the development of innovative software which supports and expands the digital services available to the Museum and its strategic business direction.

2. Web Design & Development

- In collaboration with key senior stakeholders, leads and project manages the delivery of significant, diverse and complex on-line communication campaigns for the Museum.
- Leads the delivery of a best-practice web service, and monitors industry developments and trends to identify opportunities for innovation.

3. Content Management

- Leads the review and development of online publishing, access policies and standards, by representing the Museum at key forums and on steering committees.
- Leads, coordinates and compiles content for the Western Australian Museum web site and intranet.
- Develops operational and strategic policies, and procedures and protocols for the ongoing development and maintenance of the web site and intranet.
- Develops, maintains and leverage key working relationships, innovative partnerships, and funding and collaboration opportunities within and external to the Museum.

4. Administration

- Manages, negotiates and monitors contracts with external organisations/suppliers/contractors for the provision of services/products related to web projects and digital services.
- Manages, develops and reviews the collections management system to store, manage and retrieve the Museum's collection of data, images and material. This incorporates data/image take-up and central storage of new and existing and new material as well as the development and implementation of disaster recovery strategies.
- Manages, develops and implements business application development and support including internet systems which enhance the business such as the CRM, ticketing, Collection Management Information Systems, Digital Asset Management and collaboration tools.



**WESTERN
AUSTRALIAN
MUSEUM**

Department of Local Government,
Sport and Cultural Industries

JOB DESCRIPTION FORM

- Manages relationships, service levels and performance of DLGSC Information Services and other key partners to ensure the achievement of Museum's strategic objectives.
- Manages and directs the Digital Services team, including supervision and performance management, human resources and ensuring staff remain up to date relevant industry and service delivery trends.
- Plans and manages budget allocation and expenditure.

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. Substantial experience in the development and management of internet and intranet sites, including all aspects of content, design, system development and accessibility.
2. Substantial experience in the research, strategic planning, management, budget control and delivery of major digital projects.
3. High level ability to provide strategic advice about digital transformation to the director and executive teams.
4. Excellent problem-solving skills with the ability to identify and implement innovative strategies, and creative solutions to digital services challenges and issues.
5. Highly developed written and interpersonal communications.
6. Well-developed team management, negotiation, consultation, influencing and change-management skills.
7. Develop and maintain multiple internal and external relationships and manage stakeholder engagement.



Desirable

1. Tertiary qualifications (or extensive professional experience) in a marketing, web, multimedia or related field.
2. Knowledge of role and functions of Museums.
3. Demonstrated experience in graphic design, and competency in the use of design software.

KEY RELATIONSHIPS/INTERACTIONS

1. Staff within the digital services team, other Museum teams, Executive Management team, Department of Local Government, Sport and Cultural Industries Information Services team, arts and media sector.
2. Works with other government departments and industry groups.

KEY CHALLENGES

1. Provide strategic advice about digital transformation to the director and executive teams.
2. The ability to oversee and monitor all aspects of content, design and accessibility whilst maintain strong relationships.
3. High level of autonomy in decision making, sole subject matter expert for Museum.
4. Maintaining and utilising expert knowledge of industry trends.
5. Ability to adapt and deliver outcomes within changing budgetary conditions.

SPECIAL CONDITIONS

Nil

APPOINTMENT IS SUBJECT TO

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



Department of Local Government,
Sport and Cultural Industries

JOB DESCRIPTION FORM

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.