



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

Media and Communication Coordinator

Position Number

14525

Classification Level

Level 5

Award/Agreement

Public Service Award 1992 / PSGO CSA GA

Directorate

Engagement

Branch/Team

Engagement / Marketing and Audience
Development

Physical Location/s

WA Museum Boola Bardip, Perth

REPORTING RELATIONSHIPS

Position reports to

Manager Marketing Media and Audience
Development, L7

Positions reporting to this position

- Media and Publicity Officer, L3
- Media and Communications Officer, L4

PURPOSE OF THE POSITION

To develop, coordinate and evaluate the Museum's media and communications strategies including media relations, earned social media content and external communications to enhance and promote the Museum's reputation, programs and services.

STATEMENT OF DUTIES

- Coordinates the planning, development and implementation of effective media and communication strategies to promote the diverse work of the WA Museum. This includes research outcomes from science, cultures and communities, major events, exhibitions, programs and activities throughout the State.
- Leads the development and implementation of media and social media content frameworks and policies. Provides strategic direction to team members in relation to effective media and communication outcomes.



- Researches, writes and edits information to effectively present messaging to a range of target audiences across media channels. Understands and creates content that aligns with the Museum's audience research outcomes.
- Coordinates and oversees the Museum's media and communications team and works in collaboration with the marketing coordinator roles to deliver integrated plans and messaging to a wide range of audiences.
- Develops and manages effective media networks and relationships. Maintains a strong working knowledge of effective earned social media platforms and strategies to grow audience and maximise engagement.
- Works in collaboration with internal stakeholders to identify and coordinate opportunities to showcase the work of the Museum and its partners in the media and wider public domain.
- Monitors media and social channels to assist in planning and identifying opportunities relevant to the Museum's activities and, working with other internal stakeholders.
- Advises staff on policies, protocol and strategies for effective media outcomes and manages internal media and content training programs.
- Represents the Museum at relevant functions, seminars, events and meetings including outside normal Museum hours.
- 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 in developing effective communication and media strategies to proactively promote events and activities across a variety of media platforms.



2. Demonstrated experience working with the media, including strong relationships and networks with WA media.
3. High level of communication, planning, research, writing and editing skills for a range of media including experience in writing media releases and the development of effective content.
4. Previous experience in the development of social media and content strategies to increase audience engagement and earned media.
5. Proven experience managing teams and strong organisational skills and demonstrated ability to manage multiple projects and meet deadlines.
6. Excellent interpersonal skills and demonstrated ability to work with people at all levels, and within a team environment.

Desirable

1. Tertiary qualification or substantial experience in a relevant discipline.
2. Knowledge and understanding of culture and the arts, including museums.

KEY RELATIONSHIPS/INTERACTIONS

- Staff within the Marketing, Media and Audience team and wider Engagement directorate and Manager, Corporate Communications.
- Internal stakeholders including Executive Management Team, staff and volunteers at various levels of the organisation.
- External stakeholders including other government departments, WA media, sponsors and partners, members of the public.

KEY CHALLENGES

- Working in a busy and changing work environment with multiple deadlines.
- Maintaining good working relationships with a variety of internal and external stakeholders.
- Working across a diverse network across varying disciplines.



SPECIAL CONDITIONS

- Nil

APPOINTMENT IS SUBJECT TO

- Eligibility to Work in Australia.

TRAINING

- Complete induction within three months of commencement.
- Complete any training specific to the role required by Departmental or WA Museum policy.
- Complete the Department's Accountability and Ethical Decision-Making training within six months of appointment.