



ABOUT THE WESTERN AUSTRALIAN MUSEUM

The WA Museum’s mission is to inspire curiosity to explore the past, question the present and shape the future.

Our work is diverse and collaborative; it is local, national and global. We aspire to be valued, used and admired organisation by all Western Australians and the world.

WA Museum manages eight locations throughout Western Australia, including the award winning Boola Bardip in Perth Cultural Centre. We have a team of dedicated curators undertaking a wide range of research and caring for more than eight million objects for the benefit of future generations.

The Museum is a Statutory Authority within the Department of Local Government, Sport and Cultural Industries (DLGSC).

OUR MISSION

Inspiring curiosity to explore the past, question the present and shape the future.

OUR VISION

An informed and engaged community working together for a better future.

OUR VALUES

Respectful

Inclusive

Accountable

Enterprising

Recognition of Aboriginal and Torres Strait Islander peoples as the First Peoples of Australia.

ORGANISATIONAL PILLARS

1

Sustainability

2

At the Heart of the Community

3

Aboriginal and Torres Strait Islander Peoples

4

State-wide



**WESTERN
AUSTRALIAN
MUSEUM**

Department of Local Government,
Sport and Cultural Industries

JOB DESCRIPTION FORM

DETAILS

Position Title

Digital Communications Officer

Position Number

15146

Classification Level

Level 4 (L4)

Award/Agreement

Public Service Award 1992 / PSGO CSA GA

Directorate

Engagement

Branch/Team

Marketing and Audience Development

Physical Location/s

WA Museum Boola Bardip, Perth

REPORTING RELATIONSHIPS

Position reports to

Manager Media and Communications

Positions reporting to this position

- Nil

PURPOSE OF THE POSITION

The Digital Communications Coordinator works with the Marketing, Media and Audience Development team to develop, implement and evaluate organic social media and digital communication channels for WA Museum.

This position works collaboratively with cross-functional teams to build effective social and digital communication campaigns that deliver on key organisational outcomes. It builds the Museum's online community and following, while also delivering on campaign Key Performance Indicators (KPIs).

STATEMENT OF DUTIES

- In collaboration with relevant teams, develop our social media strategy and digital communication campaigns including planning, producing, publishing, monitoring and reporting against key performance indicators.



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- Develop, curate and schedule engaging content, including copywriting, photography, video content production and effects, to enhance the brand and build strong online communities across our social platforms.
- Collaborate with the brand, marketing and communications team to create a balanced organic social media calendar.
- Daily online community management, social listening/monitoring and interaction, analysis and reporting, including identifying and mitigating social media risks.
- Briefing external agencies and assisting in the delivery of engaging digital communication campaigns. Ensure all campaigns are delivered on time and within budget whilst achieving the organisation's KPIs.
- Review and report on analytics, key metrics, and industry trends.
- Other duties as required with respect to the scope of the position.

WORK RELATED REQUIREMENTS

Essential

1. Demonstrated experience in the development, implementation and reporting of effective organic social media campaigns, including effective content production to build engagement and extend reach.
2. Demonstrated high level of social and digital communication skills, incorporating content planning, search and optimisation strategies.
3. Demonstrated high level interpersonal skills, including strong written and verbal communication, to deliver high quality and effective digital communication outcomes, and reputation management.
4. High level of experience developing and analysing effective copy and images across different digital channels such as Facebook, Instagram, Twitter, LinkedIn, YouTube, Google, Native search.
5. Effective time management skills, and the ability to manage concurrent campaigns with multiple and competing deadlines to deliver successful projects and outcomes



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Desirable

1. A tertiary qualification (or extensive professional experience) in social media marketing, advertising, communications, or a related field or equivalent.
2. An invested interest in the cultural arts sector.
3. Creative thinker; experience with the Adobe Creative suite, including In Design, Photoshop, and Premiere Pro.

SPECIAL CONDITIONS

- Required to occasionally work outside normal business hours.

APPOINTMENT IS SUBJECT TO

- Eligibility to Work in Australia.
- A current (within six months) National Police Clearance Certificate.