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 a 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 the 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).



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| Details |
| **Position Title** | **Position Number** |
| Senior Marketing and Campaigns Coordinator | 15020 |
| **Classification Level** | **Award/Agreement** |
| Level 5 (L5) | Public Service Award 1992 / PSGO CSA GA |
| **Directorate** | **Branch/Team** |
| Engagement | 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**

* 2x Marketing and Campaigns Officer, L4
* Graphic Designer, L3
* Audience Research Officer, L3

Purpose of the position

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, membership 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

* Manages and administers the team though effective leadership, resource management, planning and evaluation.
* Develops, implements and evaluates marketing campaigns across all WA Museum brands including designing innovative content, strong engagement and campaigns that achieve business outcomes.
* 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.
* 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.
* 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.
* Effective budget management, including identifying opportunities to deliver costeffective services that deliver on key performance indicators and provide value for money on marketing investment.
* Other duties as required with respect to the scope of the position.

Work related requirements

**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.
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 criteria.

Special conditions

* May be 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. .