



## Job Description Form – Manager Heritage Interpretation

Position Number: 00025693  
Classification: Level 6  
Leadership Context: Leading Others  
ANZSCO: 224912

Division: Heritage and Property Services  
Reports to: Senior Manager Living History, 00027176,  
Level 7  
Direct Reports: 2

### Description

The Manager Heritage Interpretation is accountable for ensuring the development, evaluation, planning, and delivery of engaging strategies that guide and enhance the interpretation of Fremantle Prison for visitors through tour, public and education programs that demonstrate standards of practice that reflect the local, national, and international significance of the site.

This is delivered by contributing to the understanding of the cultural heritage significance of Fremantle Prison through historical research and the development and maintenance of networks with complimentary institutions, organisations and groups to enhance and improve access to the body of information and resources relating to the site, and by creating a culture that facilitates international best practice in exhibition interpretation.

The Manager Heritage Interpretation will establish, embed, and coordinate Aboriginal engagement and education programs for Fremantle Prison.

### Responsibilities

- Deliver and implement the policies and actions outlined in the relevant management plans, such as the Interpretation Management Plan 2022, to ensure effective execution.
- Support the wider Living History team in delivering and implementing the policies and actions outlined in relevant heritage management plans, such as the Aboriginal Heritage Management Plan 2023.
- Oversee the creation and delivery of engaging, high quality interpretative programs and supporting materials that highlight the prison's historical and cultural significance. Ensure a dynamic and immersive experience across onsite elements (physical signage and interpretive devices), digital platforms (website and online content), and interactive formats (print materials, guided experiences and content driven events).
- Ensure research is reflected in the interpretation and experiences delivered in accordance with the Prison's strategic objectives and supports the coordination of professional learning programs for Tour Guides.
- Support other teams by developing specific Interpretation Management Strategies.
- Develop and review engaging tour content and storytelling for a diverse range of market segments and audiences to support the expansion of the tour and program offerings.
- Manage the visitor journey, wayfinding, and public space presentation throughout the Prison.

- Research and provide information, advice, and education to visitors on Fremantle Prison-related history, infrastructure, and cultural significance ensuring the experiences deliver high-quality engagement outcomes that acknowledge the diversity of our visitors and their needs.
- Enhance, develop, and implement education programs consistent with the needs of primary, secondary, and tertiary students and special interest groups.
- Develop and implement related promotional and marketing opportunities including online content in conjunction with the Manager Sales and Marketing.
- Research, plan, and implement targeted educational, tourism, and communication approaches, products, and resources.
- Develop strategic community, education, media, cultural heritage sector and tourism partnerships.
- Review, evaluate and report on the effectiveness of community, tourist, and education programs and content.
- Develop, deliver, and evaluate training and educational content for the provision of engaging tour presentations including professional learning programs for Tour Guides in conjunction with the Tourism Operations team and for other teams as required.
- Develop and support a climate of continuous improvement and solutions-focused thinking to encourage new and innovative ideas for better ways of working.
- Work collaboratively with the Heritage and Property Services division to ensure the conservation of Fremantle Prison's significant heritage fabric.
- Coordinate and analyse input from other government agencies, local authorities, industry, community, and other stakeholders relating to the interpretation and experience of the Prison's history and heritage-related projects.
- Regularly consult with team members, and internal and external stakeholders, and represent Fremantle Prison on boards, committees, and working groups.
- Apply Equal Opportunity and Diversity, Work Health and Safety and ethical principles/practices in all aspects of this role.
- Encourage and support a safe workplace environment.
- Apply curiosity and perform other duties as required.
- Demonstrate the expected behaviours of the leadership context for this role.

### Special Requirements

- All positions within the Department require the occupant to have a Nationally Coordinated Criminal History Check (NCCHC) conducted with a satisfactory outcome.
- Hold a valid Western Australian Working with Children Check.
- Work outside normal business hours and on weekends will be required from time to time.

## Requirements

---

- Tertiary qualification in museum studies, history, archaeology, indigenous studies, tourism or related field with substantial experience and demonstrated understanding of contemporary and innovative interpretation approaches and practices in a cultural heritage context.
- Experience in a leadership role in audience-centred concept development in a museum or similar environment with proven experience in developing strategies, content, story-telling and narratives, and thematic structures for interpretation programs, exhibitions, and experiences (including digital) with strong research, understanding of museum standards, and contemporary interpretive approaches for a range of audiences.
- Considerable experience in planning, implementation, and management of creative interpretation and experience programs through effective project management, visitor research, budget management, contractor management, procurement, and reporting.
- Proven ability to manage, develop, coach, motivate, and organise creative teams and programs with diverse expertise ideally with exposure to Aboriginal engagement, volunteer coordination, and development of education programs.
- Well-developed organisational and project management skills with the ability to work collaboratively whilst prioritising competing demands within the directorate to ensure accurate representation of Fremantle Prison's significant heritage fabric.
- Demonstrate the behaviours within the leadership context of Leading Others as outlined below.





## Behaviour Expectations

Leadership Expectations provide a clear understanding of expected leadership behaviours for all public sector employees in different contexts. The expected behaviours (see below) should be demonstrated in the context of [Leading Others](#) for this position.

<b>Lead collectively</b>	You seek ways of modifying your behaviour to improve your effectiveness with your manager and team members.
<b>Think through complexity</b>	You draw on information from an array of sources, applying your judgement and technical expertise to identify what is relevant and important.
<b>Dynamically sense the environment</b>	You adapt your approach to changes in the work environment that affect or may impact the ability of your team or work group to deliver outcomes.
<b>Deliver on high leverage areas</b>	You train others to think about their work and how it relates to high leverage areas, and monitor the implementation and completion of tasks.
<b>Build capability</b>	You visibly promote the value of diversity in the team, supporting the processes and policies of the sector.
<b>Embody the spirit of public service</b>	You display and embody the spirit of the public service in all your decision making, interactions and professional activities.
<b>Lead adaptively</b>	You proactively extend your knowledge, skills and expertise to ensure your contribution continues to add value.

The Department of Planning, Lands and Heritage acknowledges Aboriginal people as the traditional custodians of Western Australia. We pay our respects to the Ancestors and Elders, both past and present, and the ongoing connection between people, land, waters, and community. We acknowledge those who continue to share knowledge, their traditions and culture to support our journey for reconciliation. In particular, we recognise land and cultural heritage as places that hold great significance for Aboriginal people.

<b>Registration Date</b>	4 June 2025	<b>Registering Officer</b>	Erika Booth <i>Erika Booth</i>
--------------------------	-------------	----------------------------	--------------------------------