

Role Description

Content Producer



Cluster	Enterprise, Investment & Trade
Agency	Australian Museum
Division/Branch/Unit	Marketing, Communications & Partnerships
Role number	51004536 & 51004537
Classification/Grade/Band	Clerk Grade 5/6
ANZSCO Code	225311
PCAT Code	1119192
Date of Approval	July 2023
Agency Website	http://australian.museum

Agency overview

Australian Museum (AM) is located on the homelands of the Gadigal people. The AM acknowledges and pays respect to the Gadigal people as the custodians of the land, sky and waterways, paying respect to Elders past and present.

The Australian Museum (AM) operating within the NSW Department of Enterprise, Investment & Trade cluster, is the first museum in Australia and was founded in 1827. The AM provides access, engagement and scientific research to increase our understanding of natural history and culture, particularly of the Australasian region. The AM holds more than 22 million objects of biological, geological and cultural collections and develops programs, exhibitions and school and community education initiatives onsite, online and offsite.

The AM mission is: *To ignite wonder, inspire debate and drive change.*

The AM vision is: *To be a leading voice for the richness of life, the Earth and culture in Australia and the Pacific. We commit to transform the conversation around climate change, the environment and wildlife conservation; be a strong advocate for First Nations' culture; and continue to develop world-leading science, collections, exhibitions and education programs.*

For more information, visit the [website](http://australian.museum).

The AM supports a diverse workforce and promotes applications from all ages and genders, Aboriginal and Torres Strait Islander peoples, culturally and linguistically diverse groups, the LGBTQIA+ community, veterans, refugees and people with disabilities.

Primary purpose of the role

The role is responsible for managing the AM's social media channels to bring the AM's collections to life and build audiences for topics including AM exhibitions, programs and science initiatives, while driving revenue and awareness. The successful candidate's creative and motivated mindset will drive new ideas and strategies to increase our audience and online engagement.

The Content Producer will manage the organic social media publishing schedule and content plan, and align

activity with other teams, including PR and Marketing. The Content Producer will help evolve the AM's presence on social platforms, testing new products and ideas, keeping up-to-date with platform developments, advising and training colleagues, providing analysis on overall performance, monitoring customer perceptions and identifying key influencers and opportunities.

Key accountabilities

- Social media content strategy and creation, including ideation, planning, copywriting, and producing video and photographic content to create informative and engaging communications about the Museum's exhibitions, programs and science initiatives.
- Communicate AM content clearly and accurately and ensuring it is suited to audiences, optimised for channels aligning with the AM's brand.
- Manage the day-to-day operations, monitoring and community management of the AM's hero social media accounts to deliver outstanding service to online audiences.
- Monitoring and analysis of conversation themes and sentiment to optimise content and community.
- Lead development and ongoing analysis of strategies, content plans, policies, guidelines, and best practice standards aligned with the AM's brand to continually improve our social media channels.
- Report on and analyse statistics to refine and optimise social media, digital communications and digital marketing initiatives.
- Provide training, editorial oversight and ongoing support for other social media account managers to ensure guideline compliance and alignment with the AM's brand.

Key challenges

- Develop effective social media and digital marketing initiatives with allocated resources and analysis in a constantly changing environment.
- Communicating often complex scientific and cultural concepts through engaging social media content aimed at the public.
- Keeping up to date with rapidly changing digital communications and marketing technologies and trends.

Key relationships

Who	Why
Internal	
Head of Communications	<ul style="list-style-type: none"> • Receive broad guidance, exchange information and provide advice
Marketing & Communications teams	<ul style="list-style-type: none"> • Communicate to ensure coordination across marketing and communications channels • Contributes to the overall direction of the Museum's Marketing and Communications Strategy

Marketing, Communications & Partnerships Division	<ul style="list-style-type: none"> • Foster communication and collaboration within the Division
Other Australian Museum business units	<ul style="list-style-type: none"> • Collaborate to deliver on digital projects and initiatives, and statistical analysis and reporting • Provide training, oversight and ongoing support for other staff using digital communication channels
External	
Online audiences	<ul style="list-style-type: none"> • Respond to social media enquiries and comments in a timely, friendly, informative and accessible manner • Communicate the Australian Museum's exhibitions, programs and science
Contractors and suppliers	<ul style="list-style-type: none"> • Liaise with contractors to deliver digital marketing and communications initiatives

Who	Why
External content providers	<ul style="list-style-type: none"> Liaise with external content providers to develop content for publication and use in digital marketing and communications initiatives

Role dimensions

Decision making

Has medium level of autonomy and is accountable for the day-to-day operations of the Museum's hero social media accounts and oversight of other Museum social accounts.

Uses interpretation, judgment, and knowledge of current major trends and best digital communication practices to apply established procedures and precedents and refers to the Manager Communications decisions that are likely to escalate or require a higher level of management.

Reporting line

Head of Communications

Direct reports

Nil

Budget/Expenditure

Budgets and expenditure are in accordance with approved Annual Budget and financial delegations and procedures subject to project type and sponsoring business unit.

Knowledge & Experience

1. Excellent digital knowledge and skills including statistical analysis and reporting, experience shooting and developing video & photographic content, experience using Adobe Creative Cloud (Premiere, Photoshop, etc.), and social media management tools.
2. Excellent video and photographic skills and experience, including creation of content, shooting, editing and production with the ability to optimise this content for social media platforms.
3. Willing and able to undertake out-of-hours monitoring as required.

Essential requirements





1. Relevant tertiary qualifications and experience managing social media, digital marketing and digital communications.

Capabilities for the role

The NSW Public Sector Capability Framework applies to all NSW public sector employees. The Capability Framework is available on the PSC website.

Capability summary

Below is the full list of capabilities and the level required for this role. The capabilities in bold are the focus capabilities for this role. Refer to the next section for further information about the focus capabilities.

NSW Public Sector Capability Framework		
Capability Group	Capability Name	Level
 Personal Attributes	Display Resilience and Courage	Intermediate
	Act with Integrity	Intermediate
	Manage Self	Intermediate
	Value Diversity	Foundational
 Relationships	Communicate Effectively	Adept
	Commit to Customer Service	Intermediate
	Work Collaboratively	Intermediate
	Influence and Negotiate	Intermediate
 Results	Deliver Results	Intermediate
	Plan and Prioritise	Foundational
	Think and Solve Problems	Intermediate
	Demonstrate Accountability	Intermediate
 Business Enablers	Finance	Foundational
	Technology	Adept
	Procurement and Contract Management	Foundational
	Project Management	Foundational

Focus capabilities

The focus capabilities for the role are the capabilities in which occupants must demonstrate immediate competence. The behavioural indicators provide examples of the types of behaviours that would be expected at that level and should be reviewed in conjunction with the role's key accountabilities.

NSW Public Sector Capability Framework		
Group and Capability	Level	Behavioural Indicators
Personal Attributes Display Resilience and Courage	Intermediate	<ul style="list-style-type: none"> Be flexible and adaptable and respond quickly when situations change Offer own opinion and raise challenging issues Listen when ideas are challenged and respond in a reasonable way Work through challenges Stay calm and focused in the face of challenging situations
Personal Attributes Act with Integrity	Foundational	<ul style="list-style-type: none"> Behave in an honest, ethical and professional way Take opportunities to clarify understanding of ethical behaviour requirements Identify and follow legislation, rules, policies, guidelines and codes of conduct that apply to your role Speak out against misconduct, illegal and inappropriate behaviour Report apparent conflicts of interest
Relationships	Adept	<ul style="list-style-type: none"> Tailor communication to the audience

NSW Public Sector Capability Framework

Group and Capability	Level	Behavioural Indicators
Communicate Effectively		<ul style="list-style-type: none"> Clearly explain complex concepts and arguments to individuals and groups Monitor own and others' non-verbal cues and adapt where necessary Create opportunities for others to be heard Actively listen to others and clarify own understanding Write fluently in a range of styles and formats
Relationships Commit to Customer Service	Intermediate	<ul style="list-style-type: none"> Support a culture of quality customer service in the organisation Demonstrate a thorough knowledge of the services provided and relay to customers Identify and respond quickly to customer needs Consider customer service requirements and develop solutions to meet needs Resolve complex customer issues and needs Co-operate across work areas to improve outcomes for customers
Results Deliver Results	Intermediate	<ul style="list-style-type: none"> Complete work tasks to agreed budgets, timeframes and standards Take the initiative to progress and deliver own and team/unit work Contribute to allocation of responsibilities and resources to ensure achievement of team/unit goals Seek and apply specialist advice when required
Results Demonstrate Accountability	Intermediate	<ul style="list-style-type: none"> Take responsibility and be accountable for own actions Understand delegations and act within authority levels Identify and follow safe work practices, and be vigilant about their application by self and others Be alert to risks that might impact the completion of an activity and escalate these when identified Use financial and other resources responsibly
Business Enablers Technology	Adept	<ul style="list-style-type: none"> Demonstrate a sound understanding of technology relevant to the work unit, and identify and select the most appropriate technology for assigned tasks Identify opportunities to use a broad range of communications technologies to deliver effective messages Understand, act on and monitor compliance with information and communications security and use policies Identify ways to leverage the value of technology to achieve team/unit outcomes, using the existing technology of the business Support compliance with the records, information and knowledge management requirements of the organisation