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| **Cluster** | Department of Premier & Cabinet |
| **Agency** | Museum of Applied Arts and Sciences |
| **Division/Branch/Unit** | Programs & Engagement / Digital Engagement |
| **Location** | Ultimo NSW |
| **Classification/Grade/Band** | Clerk Grade 7/8 |
| **ANZSCO Code** |  |
| **PCAT Code** |  |
| **Date of Approval** | July 2019 |
| **Agency Website** | maas.museum |

**Agency Overview**

***A catalyst for creative expression and curious minds***

The Museum of Applied Arts and Sciences sits at the intersection of the arts, design, science and technology and plays a critical role in engaging communities with contemporary ideas and issues.  Established in 1879, the museum includes the Powerhouse Museum, Sydney Observatory and the Museums Discovery Centre. The Museum is custodian to over half a million objects of national and international significance and is considered one of the finest and most diverse collections in Australia.

Primary purpose of the role

This role is responsible for the design, development and ongoing product management of the museum’s digital and online products. This includes developing new concepts, project management across the digital development cycle as well as content production for the MAAS website, online collection and in-gallery digital experiences.

The Senior Digital Producer is responsible for defining and managing digital projects, liaising with project stakeholders and ensuring quality audience experiences across all channels.

# Key accountabilities

* Under the direction of the Digital Engagement Manager, the Senior Digital Producer will plan and manage the delivery and operation of digital products including the MAAS website, off-site and in-gallery interactive experiences.
* This includes user research, creative development, defining requirements, and managing all stages of development with a focus on user experience design, testing and iterative development to ensure quality audience outcomes.
* Scope product requirements and project manage development to meet deadlines within budget. Create and execute project proposals, specifications, and budgets, as required, managing multiple projects working with internal teams and external agencies as required.
* Oversee content production and publishing for MAAS website and digital channels. Work cross-functionally with a range of staff, providing training and support to create and publish content that supports the mission of the Museum and effectively engages the public on digital platforms.
* Coordinate contracts, agreements and documentation; source and curate content for digital and digital products, oversee quality control of content and maintain relationships with external and internal stakeholders.
* Prepare and effectively communicate reporting on key digital metrics, providing insights into content performance and audience engagement.
* Take a lead role with testing digital products, advocating for high quality user experience across the Museum’s digital platforms.
* Develop and manage new partnerships and collaboration opportunities for digital initiatives.

Key challenges

* Developing and maintaining stakeholders and relationships to align to MAAS strategies and business needs.

Key relationships

| Who | Why |
| --- | --- |
| **Internal** |  |
| Programs Team | * Collaboratively working with this team to ensure excellence in program and service delivery |
| Curatorial, Collection & Exhibitions Team | * Collaborate and coordinate with Programs, Curatorial, Collections & Exhibitions staff to ensure that effective programs are facilitated and that public access outcomes are achieved |
| Communications Team | * “Joined up” approaches to communicating the MAAS offers |
| **External** |  |
| Third party producers, content developers and experts | * As collaborators in creative media production |
| Stakeholders | * Build and maintain relationships and ensure that MAAS programs maximize visitation and impact and develop the overall reputation and profile of the Museum. |

**Role dimensions**

**Decision making**

This role:

* Has some autonomy and is accountable for delivery of specific systems and projects across MAAS.
* Refers to supervisor for decisions that require a change to approach; that are likely to escalate; cause undue risk; create substantial precedent; or are outside of delegation limits.
* Delivers activities to achieve agreed business objectives and performance criteria.
* Submits reports, analysis, briefing and other forms of advice with support of their supervisor.

**Reporting line**

Digital Studio Manager

**Direct reports**

Nil

**Budget/Expenditure**

Nil

**Essential requirements**

* Demonstrated experience with web and online production workflows and content management systems.
* Experience with effectively using project management software such as JIRA, Asana, Teamwork, Trello, etc.
* Experience with SEO and Google Analytics; passionate about the importance of web-metrics to meet goals.

# Capabilities for the role

The NSW Public Sector Capability Framework applies to all NSW public sector employees. The Capability Framework is available at [www.psc.nsw.gov.au/capabilityframework](http://www.psc.nsw.gov.au/capabilityframework)

## 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** | **Adept** |
| Value Diversity | Intermediate |
| Relationships | **Communicate Effectively** | **Adept** |
| **Commit to Customer Service** | **Intermediate** |
| **Work Collaboratively** | **Intermediate** |
| Influence and Negotiate | Intermediate |
| Results | Deliver Results | Intermediate |
| **Plan and Prioritise** | **Intermediate** |
| Think and Solve Problems | Intermediate |
| Demonstrate Accountability | Intermediate |
| Business Enablers | Finance | Intermediate |
| **Technology** | **Adept** |
| Procurement and Contract Management | Intermediate |
| Project Management | Intermediate |

## 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**  Manage Self | Adept | Look for and take advantage of opportunities to learn new skills and develop strengths  Show commitment to achieving challenging goals  Examine and reflect on own performance  Seek and respond positively to constructive feedback and guidance  Demonstrate a high level of personal motivation |
| **Relationships**  Communicate Effectively | Adept | Tailor communication to the audience  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 | 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 |
| **Relationships**  Work Collaboratively | Intermediate | Build a supportive and co-operative team environment  Share information and learning across teams  Acknowledge outcomes which were achieved by effective collaboration  Engage other teams/units to share information and solve issues and problems jointly  Support others in challenging situations |
| **Results**  Plan and Prioritise | Intermediate | Understand the team/unit objectives and align operational activities accordingly  Initiate, and develop team goals and plans and use feedback to inform future planning  Respond proactively to changing circumstances and adjust plans and schedules when necessary  Consider the implications of immediate and longer term organisational issues and how these might impact on the achievement of team/unit goals  Accommodate and respond with initiative to changing priorities and operating environments |
| **Business Enablers**  Technology | Adept | 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 |