

Role Description

Digital Content Producer

Cluster	NSW Department of Premier and Cabinet
Agency	Australian Museum
Division/Branch/unit	Museum Experience & Engagement/Digital
Location	Sydney CBD
Classification/Grade/Band	Clerk Grade 5/6
Kind of Employment	Temporary
ANZSCO Code	232414
Role Number	51001975
PCAT Code	1119192
Date of Approval	July 2020
Agency Website	http://australianmuseum.net.au/

Overview

The Australian Museum (AM) operates within the NSW Department of Premier and Cabinet, 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 21 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](#).

Primary purpose of the role

The Digital team plans, designs and manages development of online and onsite digital products that engage users in natural science and cultural collection stories, research and innovative experiences.

The Digital Producer is responsible for digital content production and co-ordination of digital projects that engage, educate and immerse audiences of the Australian Museum. The Producer publishes content updates to the AM website's Wagtail content management system (CMS), monitors Google Analytics reports for content and conversion opportunities, scopes new website feature requests and coordinates digital product design and development with external agencies.

Key accountabilities

- Work collaboratively with the Digital team, Australian Museum staff and stakeholders to produce digital content for the AM's main website and special digital projects;
- Manage day-to-day website content and technical operations, adhering to user experience design principles and W3C standards compliance;
- Produce feature enhancements to the AM's main website, including coordination of CRM integrations for Tessitura event ticketing and membership purchase paths;
- Produce Google Analytic dashboards and reports for AM digital products, monitor success metrics and identify user conversion opportunities as well as search optimised content to develop;
- Coordinate digital production of online exhibition content, including collection audio tours, multilingual and accessible descriptive content, for the AM's flagship website;
- Work closely with the Manager, Digital to continuously develop the Australian Museum's digital experience strategies; and coordinate digital projects that is consistent with these strategies.

Key challenges

- Managing operational tasks whilst contributing to definition and implementation of strategic digital objectives and product development;
- Working day-to-day with a variety of stakeholders of different levels of digital literacy, both internal and external, in a collaborative and delivery-focussed manner.

Key relationships

Who	Why
Internal	
Manager, Digital	<ul style="list-style-type: none">• Escalate issues, keep informed, advise and receive instructions;• Provide analytical reports on digital projects and activities;• Contribute to the Australian Museum digital product development and digital content strategies.
Digital team	<ul style="list-style-type: none">• Liaise, support, and consult with team members;

	<ul style="list-style-type: none"> • Work collaboratively to produce the team's digital projects, digital content and communicate objectives.
ICT Unit	<ul style="list-style-type: none"> • Work collaboratively to achieve digital objectives.
AM Divisions: <ul style="list-style-type: none"> • Museum Experience & Engagement • Marketing, Communications and Partnership • AMRI 	<ul style="list-style-type: none"> • Work collaboratively to ensure that digital projects and content production is aligned with the AM's Corporate Strategic Plan. • Provide advice to AM Division staff to ensure the AM website content is aligned to Digital's website editorial and publication guidelines.
External	
Department of Premier and Cabinet and other government	<ul style="list-style-type: none"> • Perform digital production responsibilities that adhere to state-wide and cluster-specific government digital policies.
Digital service providers	<ul style="list-style-type: none"> • Work collaboratively with external agencies to deliver digital products
Counterparts from the broader cultural, creative and scientific sectors	<ul style="list-style-type: none"> • Represent Australian Museum interests; • Work in partnership to deliver sector change.

Role dimensions

Decision making

The role will co-ordinate the delivery of key digital programs, products and experiences, working collaboratively with the Digital team to scope and define user experience and product features.

The role operates with day-to-day autonomy working under the strategic direction of the Manager, Digital.

Decisions which have broader implications for overall Digital team projects and content production procedures will require approval from the Manager, Digital.

Reporting line

The role reports to the Manager, Digital.

Direct reports

Nil.

Budget/Expenditure

Nil. The role will have operational oversight of project budgets, but no formal budgetary authority

Essential requirements

- Appropriate tertiary qualification or industry certification in digital design and development or in communications with a strong technology component;

Knowledge and Experience

- Adequate knowledge and experience in order to deliver the Key Accountabilities and perform to the Focus Capabilities outlined in this Role Description

Capabilities for the role




The [NSW public sector capability framework](#) describes the capabilities (knowledge, skills and abilities) needed to perform a role. There are four main groups of capabilities: personal attributes, relationships, results and business enablers, with a fifth people management group of capabilities for roles with managerial responsibilities. These groups, combined with capabilities drawn from occupation-specific capability sets where relevant, work together to provide an understanding of the capabilities needed for the role.

The capabilities are separated into **focus capabilities** and **complementary capabilities**.

Focus capabilities

Focus capabilities are the capabilities considered the most important for effective performance of the role. These capabilities will be assessed at recruitment.

The focus capabilities for this role are shown below with a brief explanation of what each capability covers and the indicators describing the types of behaviours expected at each level.

FOCUS CAPABILITIES			
Capability group/sets	Capability name	Behavioural indicators	Level
	Manage Self Show drive and motivation, an ability to self-reflect and a commitment to learning	<ul style="list-style-type: none"> • Adapt existing skills to new situations • Show commitment to achieving work goals • Show awareness of own strengths and areas for growth, and develop and apply new skills • Seek feedback from colleagues and stakeholders • Stay motivated when tasks become difficult 	Intermediate
	Commit to Customer Service Provide customer-focused services in line with public sector and organisational objectives	<ul style="list-style-type: none"> • Focus on providing a positive customer experience • Support a customer-focused culture in the organisation • Demonstrate a thorough knowledge of the services provided and relay this knowledge 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 • Cooperate across work areas to improve outcomes for customers 	Intermediate
	Deliver Results Achieve results through the efficient use of resources and a commitment to quality outcomes	<ul style="list-style-type: none"> • Seek and apply specialist advice when required • Complete work tasks within set budgets, timeframes and standards • Take the initiative to progress and deliver own work and that of the team or unit • Contribute to allocating responsibilities and resources to ensure the team or unit achieves goals 	Intermediate

- Identify any barriers to achieving results and resolve these where possible
- Proactively change or adjust plans when needed

Plan and Prioritise

Plan to achieve priority outcomes and respond flexibly to changing circumstances

Intermediate

- Understand the team and 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 affect the achievement of team and unit goals
- Accommodate and respond with initiative to changing priorities and operating environments



Technology

Understand and use available technologies to maximise efficiencies and effectiveness

Intermediate

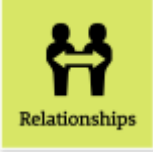


- Demonstrate a sound understanding of technology relevant to the work unit, and identify and select the most appropriate technology for assigned tasks
- Use available technology to improve individual performance and effectiveness
- Make effective use of records, information and knowledge management functions and systems
- Support the implementation of systems improvement initiatives, and the introduction and roll-out of new technologies

Complementary capabilities



Complementary capabilities are also identified from the Capability Framework and relevant occupation-specific capability sets. They are important to identifying performance required for the role and development opportunities.

Note: capabilities listed as 'not essential' for this role are not relevant for recruitment purposes however may be relevant for future career development.


COMPLEMENTARY CAPABILITIES			
Capability group/sets	Capability name	Description	Level
	Display Resilience and Courage	Be open and honest, prepared to express your views, and willing to accept and commit to change	Intermediate
	Act with Integrity	Be ethical and professional, and uphold and promote the public sector values	Intermediate
	Value Diversity and Inclusion	Demonstrate inclusive behaviour and show respect for diverse backgrounds, experiences and perspectives	Foundational
	Communicate Effectively	Communicate clearly, actively listen to others, and respond with understanding and respect	Intermediate

 <p>Relationships</p>	Work Collaboratively	Collaborate with others and value their contribution	Foundational
	Influence and Negotiate	Gain consensus and commitment from others, and resolve issues and conflicts	Foundational
 <p>Results</p>	Think and Solve Problems	Think, analyse and consider the broader context to develop practical solutions	Intermediate
	Demonstrate Accountability	Be proactive and responsible for own actions, and adhere to legislation, policy and guidelines	Foundational
 <p>Business Enablers</p>	Finance	Understand and apply financial processes to achieve value for money and minimise financial risk	Intermediate
	Procurement and Contract Management	Understand and apply procurement processes to ensure effective purchasing and contract performance	Intermediate
	Project Management	Understand and apply effective planning, coordination and control methods	Foundational



FOCUS CAPABILITIES

Capability group/sets	Capability name	Behavioural indicators	Level
 Personal Attributes	Display Resilience and Courage Be open and honest, prepared to express your views, and willing to accept and commit to change	<ul style="list-style-type: none"> • Be flexible, show initiative and respond quickly when situations change • Give frank and honest feedback and advice • Listen when ideas are challenged, seek to understand the nature of the comment and respond appropriately • Raise and work through challenging issues and seek alternatives • Remain composed and calm under pressure and in challenging situations 	Adept
	Act with Integrity Be ethical and professional, and uphold and promote the public sector values	<ul style="list-style-type: none"> • Represent the organisation in an honest, ethical and professional way and encourage others to do so • Act professionally and support a culture of integrity • Identify and explain ethical issues and set an example for others to follow • Ensure that others are aware of and understand the legislation and policy framework within which they operate • Act to prevent and report misconduct and illegal and inappropriate behaviour 	Adept
 Relationships	Communicate Effectively Communicate clearly, actively listen to others, and respond with understanding and respect	<ul style="list-style-type: none"> • Tailor communication to diverse audiences • Clearly explain complex concepts and arguments to individuals and groups • Create opportunities for others to be heard, listen attentively and encourage them to express their views • Share information across teams and units to enable informed decision making • Write fluently in plain English and in a range of styles and formats • Use contemporary communication channels to share information, engage and interact with diverse audiences 	Adept
	Influence and Negotiate Gain consensus and commitment from others, and resolve issues and conflicts	<ul style="list-style-type: none"> • Use facts, knowledge and experience to support recommendations • Work towards positive and mutually satisfactory outcomes • Identify and resolve issues in discussion with other staff and stakeholders • Identify others' concerns and expectations • Respond constructively to conflict and disagreements and be open to compromise • Keep discussions focused on the key issues 	Intermediate

FOCUS CAPABILITIES

Capability group/sets	Capability name	Behavioural indicators	Level
	Deliver Results Achieve results through the efficient use of resources and a commitment to quality outcomes	<ul style="list-style-type: none"> • Use own and others' expertise to achieve outcomes, and take responsibility for delivering intended outcomes • Make sure staff understand expected goals and acknowledge staff success in achieving these • Identify resource needs and ensure goals are achieved within set budgets and deadlines • Use business data to evaluate outcomes and inform continuous improvement • Identify priorities that need to change and ensure the allocation of resources meets new business needs • Ensure that the financial implications of changed priorities are explicit and budgeted for 	Adept
	Think and Solve Problems Think, analyse and consider the broader context to develop practical solutions	<ul style="list-style-type: none"> • Research and apply critical-thinking techniques in analysing information, identify interrelationships and make recommendations based on relevant evidence • Anticipate, identify and address issues and potential problems that may have an impact on organisational objectives and the user experience • Apply creative-thinking techniques to generate new ideas and options to address issues and improve the user experience • Seek contributions and ideas from people with diverse backgrounds and experience • Participate in and contribute to team or unit initiatives to resolve common issues or barriers to effectiveness • Identify and share business process improvements to enhance effectiveness 	Adept

FOCUS CAPABILITIES






Capability group/sets	Capability name	Behavioural indicators	Level
 <p>Business Enablers</p>	<p>Project Management</p> <p>Understand and apply effective planning, coordination and control methods</p>	<ul style="list-style-type: none"> • Understand all components of the project management process, including the need to consider change management to realise business benefits • Prepare clear project proposals and accurate estimates of required costs and resources • Establish performance outcomes and measures for key project goals, and define monitoring, reporting and communication requirements • Identify and evaluate risks associated with the project and develop mitigation strategies • Identify and consult stakeholders to inform the project strategy • Communicate the project's objectives and its expected benefits • Monitor the completion of project milestones against goals and take necessary action • Evaluate progress and identify improvements to inform future projects 	Adept
 <p>People Management</p>	<p>Manage and Develop People</p> <p>Engage and motivate staff, and develop capability and potential in others</p>	<ul style="list-style-type: none"> • Collaborate to set clear performance standards and deadlines in line with established performance development frameworks • Look for ways to develop team capability and recognise and develop individual potential • Be constructive and build on strengths by giving timely and actionable feedback • Identify and act on opportunities to provide coaching and mentoring • Recognise performance issues that need to be addressed and work towards resolving issues • Effectively support and manage team members who are working flexibly and in various locations • Create a safe environment where team members' diverse backgrounds and cultures are considered and respected • Consider feedback on own management style and reflect on potential areas to improve 	Intermediate

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 Results	Plan and Prioritise	Plan to achieve priority outcomes and respond flexibly to changing circumstances	Foundational
	Demonstrate Accountability	Be proactive and responsible for own actions, and adhere to legislation, policy and guidelines	Foundational
 Business Enablers	Finance	Understand and apply financial processes to achieve value for money and minimise financial risk	Foundational
	Technology	Understand and use available technologies to maximise efficiencies and effectiveness	Foundational
	Procurement and Contract Management	Understand and apply procurement processes to ensure effective purchasing and contract performance	Foundational
 People Management	Inspire Direction and Purpose	Communicate goals, priorities and vision, and recognise achievements	Foundational
	Optimise Business Outcomes	Manage people and resources effectively to achieve public value	Foundational
	Manage Reform and Change	Support, promote and champion change, and assist others to engage with change	Foundational