

Role Description

Digital Product Manager

Role Description Fields	Details
Cluster	Premier and Cabinet
Department/Agency	Museum of Applied Arts and Sciences
Division/Branch/Unit	Powerhouse Digital
Role number	TBC
Classification/Grade/Band	Clerk Grade 9/10
Senior executive work level standards	Not Applicable
ANZSCO Code	TBC
PCAT Code	TBC
Date of Approval	23 February 2022
Agency Website	www.maas.museum

Agency overview

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 1881, the museum includes the Powerhouse Ultimo, Sydney Observatory, the Museums Discovery Centre in Castle Hill and will expand to include the museum's new flagship - Powerhouse Parramatta. 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.

The Museum of Applied Arts and Sciences is undertaking landmark renewal program which includes the creation of Powerhouse Parramatta, the largest cultural infrastructure project since the Sydney Opera House; the expansion of Museum's Discovery Centre, Castle Hill which includes expanded storage and new research and public facilities, the renewal of the iconic Powerhouse Museum in Ultimo and digitisation of the collection.

Primary purpose of the role

The Digital Product Manager is responsible for planning, managing, and delivering digital products in response to the Powerhouse renewal and ongoing operations. The role will be accountable for defining digital products and managing discovery, design, development, and delivery phases ensuring high quality visitor and user experiences across all digital platforms and channels. The Digital Product Manager will work with multiple teams internally and external collaborators on content production and the ongoing development of Powerhouse digital platforms, online collection, and digital experiences.

Key accountabilities

- Provide strategic advice and develop digital products and solutions with an understanding of appropriate formats for cross-platform delivery in response to the Powerhouse renewal, exhibitions and programs.
- Work with the Head of Digital and Technical Leads to scope product requirements and project manage design and delivery to meet deadlines within allocated budgets.
- Develop and execute project proposals, specifications, and budgets, as required, managing multiple projects simultaneously.
- Manage team deliverables including design, testing and iterative development to ensure quality audience outcomes – including the Powerhouse website, collection website, microsites, and museum interpretive/interactive experiences.
- Work across the organisation and with external collaborators to deliver high-quality digital experiences.
- Manage the testing and quality assurance of digital products produced internally and externally.
- Oversee content production and publishing for the Powerhouse website in conjunction with all internal teams and external collaborators.
- Effectively communicate reporting on key digital metrics, providing insights into performance and audience engagement.
- Develop and manage new partnerships and collaboration opportunities for digital initiatives –oversee contracts, agreements, briefing documentation, quality control.

Key challenges

- Identifying digital platform/products and project interdependencies and balancing competing demands to ensure project deliverables are achieved.
- Responding to immediate operational requirements and the need to plan strategically to meet the objectives of the Powerhouse renewal.
- Developing, influencing, and maintaining strong and productive relationships internally and externally, to achieve digital product outcomes.

Key relationships

Internal

Who	Why
Executive	<ul style="list-style-type: none">• Receive guidance and provide regular updates on project outcomes, issues, and priorities.• Provide advice and contribute to decision making.
Head of Digital Engagement	
Head of ICT	
Specific Teams/Departments	<ul style="list-style-type: none">• Work collaboratively to contribute to achieving team outcomes.

External

Who	Why
External distribution partners and collaborations	<ul style="list-style-type: none">• Building and maintaining relationships with external partners and other collaborators.• Provide project-related advice and updates; collaborate and liaise with in the development of digital platforms and products.

Role dimensions

Decision making

High level of autonomy for delivery of digital products, working with the approved frameworks, plans and budgets. Consults and refers to the Head of Digital Engagement and Director, Strategy and Operations for decisions regarding project outcomes and timeframes, issues that may escalate, high level financial delegation, or submissions to the Executive Team, Trustees or Government.

Reporting line

The role reports to the Head of Digital.

Direct reports

Consultants and collaborators as required.

Budget/Expenditure

N/A

Key knowledge and experience

- Appropriate tertiary qualification or relevant, equivalent professional experience in digital product development and delivery.
- Conceptual and innovative problem-solving skills for developing and implementing digital products and platforms.
- Outstanding organisational, traffic and project management skills with demonstrated experience in trafficking and monitoring the workflow of digital products and platforms.
- Demonstrated experience in managing project budgets and resources.
- Demonstrated experience in stakeholder collaboration, project management and service delivery.
- Comprehensive understanding of current and future digital platform and product trends.
- Excellent written and interpersonal communication skills.
- Demonstrated ability to take initiative and deliver effective outcomes working both independently and in a collaborative multi-disciplinary team.
- Self-motivated and committed to enhancing workforce diversity and inclusion

Essential requirements

- Skills and Qualifications
- Extensive experience in digital product management or similar.
- Strong analytical, work prioritisation, and negotiating skills.
- Preferred Qualifications
- Experience writing SQL queries, experience with back-end and front-end programming languages, such as Java, HTML, CSS, Angular JS

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

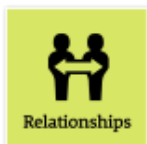
Focus capabilities

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
 Personal Attributes	Act with Integrity Be ethical and professional, and uphold and promote the public sector values	<ul style="list-style-type: none"> • Model the highest standards of ethical and professional behaviour and reinforce their use • Represent the organisation in an honest, ethical and professional way and set an example for others to follow • Promote a culture of integrity and professionalism within the organisation and in dealings external to government • Monitor ethical practices, standards and systems and reinforce their use • Act promptly on reported breaches of legislation, policies and guidelines 	Advanced
	Manage Self Show drive and motivation, an ability to self-reflect and a commitment to learning	<ul style="list-style-type: none"> • Act as a professional role model for colleagues, set high personal goals and take pride in their achievement • Actively seek, reflect and act on feedback on own performance • Translate negative feedback into an opportunity to improve • Take the initiative and act in a decisive way • Demonstrate a strong interest in new knowledge and emerging practices relevant to the organisation 	Advanced
	Communicate Effectively Communicate clearly, actively listen to others, and respond with understanding and respect	<ul style="list-style-type: none"> • Present with credibility, engage diverse audiences and test levels of understanding • Translate technical and complex information clearly and concisely for diverse audiences • Create opportunities for others to contribute to discussion and debate • Contribute to and promote information sharing across the organisation • Manage complex communications that involve understanding and responding to multiple and divergent viewpoints • Explore creative ways to engage diverse audiences and communicate information • Adjust style and approach to optimise outcomes • Write fluently and persuasively in plain English and in a range of styles and formats 	Advanced

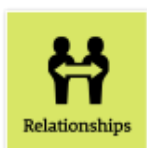


Work Collaboratively

Collaborate with others and value their contribution

- Recognise outcomes achieved through effective collaboration between teams
- Build cooperation and overcome barriers to information sharing, communication and collaboration across the organisation and across government
- Facilitate opportunities to engage and collaborate with stakeholders to develop joint solutions
- Network extensively across government and organisations to increase collaboration
- Encourage others to use appropriate collaboration approaches and tools, including digital technologies

Advanced



Influence and Negotiate

Gain consensus and commitment from others, and resolve issues and conflicts

- Influence others with a fair and considered approach and present persuasive counter-arguments
- Work towards mutually beneficial 'win-win' outcomes
- Show sensitivity and understanding in resolving acute and complex conflicts and differences
- Identify key stakeholders and gain their support in advance
- Establish a clear negotiation position based on research, a firm grasp of key issues, likely arguments, points of difference and areas for compromise
- Anticipate and minimise conflict within the organisation and with external stakeholders

Advanced



Deliver Results

Achieve results through the efficient use of resources and a commitment to quality outcomes

- Seek and apply the expertise of key individuals to achieve organisational outcomes
- Drive a culture of achievement and acknowledge input from others
- Determine how outcomes will be measured and guide others on evaluation methods
- Investigate and create opportunities to enhance the achievement of organisational objectives
- Make sure others understand that on-time and on-budget results are required and how overall success is defined
- Control business unit output to ensure government outcomes are achieved within budgets
- Progress organisational priorities and ensure that resources are acquired and used effectively

Advanced



Plan and Prioritise

Plan to achieve priority outcomes and respond flexibly to changing circumstances

- Understand the links between the business unit, organisation and the whole-of-government agenda
- Ensure business plan goals are clear and appropriate and include contingency provisions
- Monitor the progress of initiatives and make necessary adjustments
- Anticipate and assess the impact of changes, including government policy and economic conditions, on business plans and initiatives and respond appropriately
- Consider the implications of a wide range of complex issues and shift business priorities when necessary
- Undertake planning to help the organisation transition through change initiatives, and evaluate progress and outcomes to inform future planning

Advanced



Technology

Understand and use available technologies to maximise efficiencies and effectiveness









- Champion the use of innovative technologies in the workplace
- Actively manage risk to ensure compliance with cyber security and acceptable use of technology policies
- Keep up to date with emerging technologies and technology trends to understand how their application can support business outcomes
- Seek advice from appropriate subject-matter experts on using technologies to achieve business strategies and outcomes
- Actively manage risk of breaches to appropriate records, information and knowledge management systems, protocols and policies

Advanced

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.

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	Adept
	Value Diversity and Inclusion	Demonstrate inclusive behaviour and show respect for diverse backgrounds, experiences and perspectives	Adept
	Commit to Customer Service	Provide customer-focused services in line with public sector and organisational objectives	Advanced
	Think and Solve Problems	Think, analyse and consider the broader context to develop practical solutions	Advanced
	Demonstrate Accountability	Be proactive and responsible for own actions, and adhere to legislation, policy and guidelines	Advanced
	Finance	Understand and apply financial processes to achieve value for money and minimise financial risk	Adept
	Procurement and Contract Management	Understand and apply procurement processes to ensure effective purchasing and contract performance	Adept
	Project Management	Understand and apply effective planning, coordination and control methods	Advanced