

# Role Description

## Digital Project Producer



Cluster	Planning and Environment
Agency	Sydney Living Museums
Division/Branch/Unit	Strategy & Engagement Division/Digital Team
Location	The Mint
Classification/Grade/Band	Clerk Grade 7/8
Role Number	SE046
ANZSCO Code	261211
PCAT Code	1119192
Date of Approval	3 May 2019
Agency Website	<a href="http://www.sydneylivingmuseums.com.au">www.sydneylivingmuseums.com.au</a>

### Agency overview

Sydney Living Museums (SLM) is a leading government agency in Australia with responsibility for conserving, managing, interpreting and activating places and sites of local, national and international significance. Established in 1980, our collection includes the UNESCO World Heritage listed Hyde Park Barracks, The Mint, Australia's oldest surviving government building through to the twentieth century Rose Seidler House, which marks the arrival of the modernist movement to Australia. The collection is unlike other museums in that the significance of each is in the whole, and not just in the parts. The awareness of place frames each narrative. Our audiences are local, regional, national and international. Sydney Living Museums is a state cultural institution, reporting to the Minister for the Arts.

The Strategy & Engagement Division is comprised of teams managing Strategic Projects, External Relations, Development & Fundraising, Experience & Learning, Digital, and the Hyde Park Barracks Bicentenary Project. The Division's functions include effective managing SLM's external relations, stakeholder engagement, donors and corporate partners; delivering strategic projects designed to renew our facilities, visitor and customer experience and interpretation at our current sites, develop business cases that consider new 'at risk' heritage sites that could form part of the SLM portfolio; create compelling innovative and engaging education and public programs to grow audiences, enhance perceptions of SLM and increase public appreciation for heritage.

The Digital Media team is responsible for ensuring Sydney Living Museums maximise its use of digital to enhance its programming, grow its audiences and create lasting engagement. The Digital Team manages the development and programming of digital content across the agency's websites and physical spaces, as well as the platforms that deliver it such as websites, apps, AV delivery networks and customer facing business systems.

### Primary purpose of the role

Coordinate and take responsibility for the product management of Sydney Living Museums' new website and related projects to manage the strategy and creative development of the site.

## Key accountabilities

- Work with external consultants and SLM employees to coordinate user research, creative development, functional specification, interface and experience design, content creation for the new website and other digital products as required.
- Collaborate with the Head of Digital to oversee production and content creation for the new SLM website and digital channels.
- Coordinate contract, agreements, documentation to oversee quality control of work delivered by contractors.
- Prepare and effectively communicate reporting on key digital metrics, providing insights into content performance and audience engagement as a way to inform development of the new website and digital projects.
- Coordinate workshops and meetings and compile briefing and other coordination tasks to keep the new website project moving.
- Take a lead role with testing digital products across SLM's digital platforms to advocate for high quality user experiences.
- Contribute to the proposal, development, implementation and review of relevant strategies and plans consistent with SLM's Strategic Plan 2017-2022.
- Adhere to all obligations, responsibilities and legislative requirements under current *Work Health & Safety (WHS) Acts* and Regulations to ensure all areas under supervision are monitored for WHS risks and hazards and are reviewed regularly.

## Key challenges

- Working collaboratively with a broad range of SLM employees who are physically distributed across multiple sites to ensure the agency is positioned as a leading museum.
- Developing and maintain stakeholder relationships to align with SLM's strategies and business needs.
- Fostering and encouraging a creative environment conducive to innovative and creative practice.

## Key relationships

Who	Why
<b>Internal</b>	
Head of Digital	<ul style="list-style-type: none"> <li>• Receive direction in the development of work programs and priorities.</li> <li>• Provide updates on projects, issues and priorities.</li> <li>• Collaborate with to source content for the website and digital products.</li> <li>• Provide advice on budget expenditure as required.</li> </ul>
Digital Team	<ul style="list-style-type: none"> <li>• Work with to manage product development tasks, schedules and priorities to deliver high quality related projects and products on time and within budget when required.</li> </ul>
City Museums and House Museums Portfolios	<ul style="list-style-type: none"> <li>• Collaborate with to ensure content and digital experience accurately reflects SLM objectives.</li> </ul>
Curatorial & Exhibitions Team	<ul style="list-style-type: none"> <li>• Collaborate with to ensure content is produced and that public access outcomes are achieved.</li> </ul>
Experience & Learning Team and Collections & Access Team	<ul style="list-style-type: none"> <li>• Work and coordinate with to ensure effective programs are facilitated and that public access outcomes are achieved.</li> </ul>
Staff across the agency	<ul style="list-style-type: none"> <li>• Work with to coordinate the technical delivery of the SLM website.</li> <li>• Maintain relationships effective working relationships.</li> <li>• Build consensus and work effectively across teams.</li> </ul>
<b>External</b>	
Contractors, consultants and external providers	<ul style="list-style-type: none"> <li>• Coordinate contract, agreements and documentation.</li> <li>• Oversee quality control of work delivered by contractors.</li> <li>• Maintain relationships effective working relationships to ensure SLM programs maximise visitation and impact and develop the overall</li> </ul>

Who	Why
Key external stakeholders including networks, cultural organisations, local governments and other industries	<ul style="list-style-type: none"> <li>reputation and profile of SLM.</li> <li>Work with to coordinate the technical delivery of the SLM website.</li> <li>Develop and manage new partnership and collaboration opportunities for the new website and related digital initiatives.</li> <li>Collaborate with in creative media production.</li> <li>Maintain relationships effective working relationships to ensure SLM programs maximise visitation and impact and develop the overall reputation and profile of SLM.</li> </ul>

## Role dimensions

### Decision making

This role:

- Takes active ownership of own work.
- Has some autonomy and is accountable for delivery of services, working within approved plans, budget and quality standards.
- Refers to supervisor for decisions that require change to operations or programs; that are likely to escalate; cause undue risk; create 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 input from supervisor.
- Works in an interdisciplinary manner across project teams and initiatives.
- Works simultaneously on multiple projects in a complex, highly demanding and fast paced environment.
- Responds to changing circumstances and priorities in a focussed and timely manner and proactively address issues as they arise.
- Exercises sound judgement, tact and diplomacy.

### Reporting line

This role reports to the Head of Digital.

### Direct reports

Nil

### Budget/Expenditure

Nil

### Essential requirements

- Relevant technical qualifications.
- Experience with effectively using project management software such as JIRA, Asana, Basecamp and Trello.
- Experience with SEO and Google Analytics and understanding of the importance of web-metrics to meet goals.
- Experience with project management and budgeting.





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

## 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
<b>Personal Attributes</b> Manage Self	Adept	<ul style="list-style-type: none"> <li>Look for and take advantage of opportunities to learn new skills and develop strengths</li> <li>Show commitment to achieving challenging goals</li> <li>Examine and reflect on own performance</li> <li>Seek and respond positively to constructive feedback and guidance</li> <li>Demonstrate a high level of personal motivation</li> </ul>
<b>Relationships</b> Communicate Effectively	Adept	<ul style="list-style-type: none"> <li>Tailor communication to the audience</li> <li>Clearly explain complex concepts and arguments to individuals and groups</li> <li>Monitor own and others' non-verbal cues and adapt</li> </ul>

Group and Capability	Level	Behavioural Indicators
<b>Results</b> Deliver Results	Adept	<p>where necessary</p> <ul style="list-style-type: none"> <li>• Create opportunities for others to be heard</li> <li>• Actively listen to others and clarify own understanding</li> <li>• Write fluently in a range of styles and formats</li> </ul> <hr/> <ul style="list-style-type: none"> <li>• Take responsibility for delivering on intended outcomes</li> <li>• Make sure team/unit staff understand expected goals and acknowledge success</li> <li>• Identify resource needs and ensure goals are achieved within budget and deadlines</li> <li>• Identify changed priorities and ensure allocation of resources meets new business needs</li> <li>• Ensure financial implications of changed priorities are explicit and budgeted for</li> <li>• Use own expertise and seek others' expertise to achieve work outcomes</li> </ul>
<b>Results</b> Think and Solve Problems	Adept	<ul style="list-style-type: none"> <li>• Research and analyse information, identify interrelationships and make recommendations based on relevant evidence</li> <li>• Anticipate, identify and address issues and potential problems and select the most effective solutions from a range of options</li> <li>• Participate in and contribute to team/unit initiatives to resolve common issues or barriers to effectiveness</li> <li>• Identify and share business process improvements to enhance effectiveness</li> </ul>
<b>Business Enablers</b> Technology	Adept	<ul style="list-style-type: none"> <li>• Demonstrate a sound understanding of technology relevant to the work unit, and identify and select the most appropriate technology for assigned tasks</li> <li>• Identify opportunities to use a broad range of communications technologies to deliver effective messages</li> <li>• Understand, act on and monitor compliance with information and communications security and use policies</li> <li>• Identify ways to leverage the value of technology to achieve team/unit outcomes, using the existing technology of the business</li> <li>• Support compliance with the records, information and knowledge management requirements of the organisation</li> </ul>