Role Description
Audience Development Manager

Cluster	Enterprise, Investment & Trade
Department/Agency	Museum of Applied Arts & Sciences
Division/Branch/Unit	Communications/Marketing
Role number	51004981
Classification/Grade/Band	9/10
ANZSCO Code	225112
PCAT Code	1111492
Date of Approval	December 2023
Agency Website	powerhouse.com.au

Agency Overview

The Museum of Applied Arts and Sciences sits at the intersection of the arts, design, science, and technology. It plays a critical role in engaging communities with contemporary ideas and issues. Established in 1881, the museum includes the Powerhouse Ultimo, Sydney Observatory, and Powerhouse Castle Hill and will expand to include the museum's new flagship - Powerhouse Parramatta. The Museum is the custodian of over half a million objects of national and international significance and is considered one of Australia's finest and most diverse collections.

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

Primary purpose of the role

Cultivate Powerhouse Parramatta audiences by devising and executing strategies that captivate and maintain community engagement across marketing, social media, email, and content optimisation—driving database segmentation and targeting improvements to elevate brand visibility, loyalty, and growth.

Key Accountabilities

- Research and develop a Western Sydney community strategy that collaborates with the Powerhouse Strategic Projects team to expand and activate the database.
- Create and execute a community-led communications plan that actively engages and informs the Powerhouse Parramatta community on time, using data and insights.
- Identify Powerhouse's current and potential audiences shaped by evidence. Undertake activations that are audience-centric and clearly understood by the communities we serve.
- Manage customer segments and audience insights, develop best practices for the database, and centralise documentation. Take responsibility for key CRM metrics and database health to provide valuable insights.
- Analyse and interpret data from multiple sources, delivering strategic market and audience insights, putting forward recommendations for action and bringing audiences closer to the heart of decision-

making. Disseminate research and present clear and actionable insights to internal stakeholders through compelling storytelling and visualisations.
- Effectively manage the Salesforce and Campaign Monitor email platforms. Develop strategic plans for newsletters, VIP invitations, lead generation, and tactical emails while enhancing marketing and communication programs through the timely delivery of behavioural insights.
- Managing the implementation of partnership benefits for assigned partners.
- Provide informed recommendations for target audiences and the optimal timing of tactical emails. Coordinate, proofread, and ensure accurate communication for campaigns.
- Manage the technical execution of emails to external lists and optimise templates. Schedule tactical emails within defined parameters.
- Collect opt-in data for bookable programs to enhance effective communication. Coordinate data collection and its addition to relevant lists for communication.

Key challenges

- Analyse campaign performance, extract insights for future strategies and ensure compliance with industry policies and regulations. Develop analytical models to predict customer behaviour and preferences to help drive more effective marketing campaigns.
- Delivering initiatives and projects to the required standards and timeframes, given the need to rapidly understand and integrate information and adapt in an often changing and unpredictable environment

Key relationships

Internal

Who	Why
Director Communications	• Keep informed of/escalate emerging and contentious issues or conflicts. • Receive broad guidance, exchange information, and provide advice.
Head of Marketing	• Receive broad guidance, exchange information, and provide advice. • Provide progress reports on all work outcomes.
Communications Team	• Ensure an integrated approach to communications.

External

Who	Why
Community Event Organisers	• Manage bookings and promotion for community activations.

Role dimensions

Decision making

This position coordinates and implements agreed communications plans for the Powerhouse.

Reporting line

Head of Marketing

Direct reports

NA

Budget/Expenditure

In line with Powerhouse financial delegations.

Key knowledge and experience

- Experienced in developing and implementing audience development strategies.
- Proven ability to coordinate and implement communication campaigns effectively.
- Strong planning, scheduling, and analytical skills, focusing on numeracy.
- Expertise interpreting analytics data, providing insights, and proposing optimisation initiatives.
- Knowledgeable about marketing tech and architecture, including campaign execution, CDP/audience management, and content management systems.
- Proficient in CRM platforms, particularly with Salesforce and Campaign Monitor expertise.
- Proficiency in data analysis and modelling using Power BI and Google Analytics.

Essential requirements

- Degree or post-graduate qualification in marketing, business, mathematics, information systems, or related areas.

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	**Display Resilience and Courage** Be open and honest, prepared to express your views, and willing to accept and commit to change	• 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	• 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	• 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	• 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
Results	**Deliver Results** Achieve results through the efficient use of resources and a commitment to quality outcomes	• 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	• 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

Capability group/sets	Capability name	Behavioural indicators	Level
Business Enablers	**Project Management** Understand and apply effective planning, coordination and control methods	• 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
People Management	**Manage and Develop People** Engage and motivate staff, and develop capability and potential in others	• 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

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**
Personal Attributes	Manage Self	Show drive and motivation, an ability to self-reflect and a commitment to learning	Intermediate
	Value Diversity and Inclusion	Demonstrate inclusive behaviour and show respect for diverse backgrounds, experiences and perspectives	Intermediate
Relationships	Commit to Customer Service	Provide customer-focused services in line with public sector and organisational objectives	Adept
	Work Collaboratively	Collaborate with others and value their contribution	Adept
Results	Plan and Prioritise	Plan to achieve priority outcomes and respond flexibly to changing circumstances	Adept
	Demonstrate Accountability	Be proactive and responsible for own actions, and adhere to legislation, policy and guidelines	Intermediate
Business Enablers	Finance	Understand and apply financial processes to achieve value for money and minimise financial risk	Intermediate
	Technology	Understand and use available technologies to maximise efficiencies and effectiveness	Intermediate
	Procurement and Contract Management	Understand and apply procurement processes to ensure effective purchasing and contract performance	Intermediate
People Management	Inspire Direction and Purpose	Communicate goals, priorities and vision, and recognise achievements	Intermediate
	Optimise Business Outcomes	Manage people and resources effectively to achieve public value	Intermediate
	Manage Reform and Change	Support, promote and champion change, and assist others to engage with change	Intermediate