

Role Description

Media Producer



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| Cluster | Department of Creative Industries, Tourism, Hospitality and Sport |
| Agency | Australian Museum |
| Division/Branch/Unit | Museum Experience & Engagement / Digital |
| Role number | 50051719 |
| Classification/Grade/Band | Clerk Grade 5/6 |
| ANZSCO Code | 261211 |
| PCAT Code | 1121592 |
| Date of Approval | October 2024 |
| Agency Website | https://australian.museum/ |

Agency overview

Australian Museum (AM) is located on the homelands of the Gadigal people. The AM acknowledges and pays respect to the Gadigal people as the custodians of the land, sky and waterways, paying respect to Elders past and present.

The Australian Museum (AM) operating within the NSW Department of Enterprise, Investment & Trade cluster, 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 22 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](https://australian.museum/).

The AM supports a diverse workforce and promotes applications from all ages and genders, Aboriginal and Torres Strait Islander peoples, culturally and linguistically diverse groups, the LGBTQIA+ community, veterans, refugees and people with disabilities.

Primary purpose of the role

The Media Producer creates digital media content, primarily focusing on video capture and editing, and coordinates development of digital experiences to engage, educate and immerse audiences of the Australian Museum across digital media channels.

Key accountabilities

- Work collaboratively with key AM stakeholders to capture media production requirements and create digital media experiences featuring culture, science and education content across media platforms, including: website content, social and broadcast media channels, exhibition installations and extended reality (XR) experiences
- Develop creative concepts and produce digital media in consultation with the Head of Digital
- Coordinate production schedules and equipment resources required for internal or external media production projects to meet delivery timeframes and within budget
- Record and edit high quality audio and video content, and capture publication quality images and interactive media documenting AM exhibitions, collection objects, activities and events using a range of equipment and software including using a Matterport camera for virtual tour capture, photogrammetry techniques for 3D capture of objects as well as professional camera equipment with studio lighting
- Undertake day-to-day digital asset management system operations including; cataloguing, bulk ingesting, research, responding to internal and external requests, identifying copyright and recording metadata and disseminating media
- Communicate to AM staff the Image Management System (IMS) workflow procedures including how to catalogue, capture, share, ingest, organise, describe and copyright digital media assets.

Key challenges

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

Key relationships

| Who | Why |
|--|--|
| Internal | |
| Head of Digital | <ul style="list-style-type: none">• Escalate issues, keep informed, advise and receive instructions• Consult on development of media production concepts, storyboards, scripts, capture and digital asset management• Provide information for project proposals and creative briefs• Contribute to the Australian Museum digital experience and content strategies. |
| Digital team | <ul style="list-style-type: none">• Liaise, support, and consult with team members• Work collaboratively to contribute to achieving the team's digital experience, content and communications objectives. |
| ICT Unit | <ul style="list-style-type: none">• Work collaboratively to coordinate digital media asset management systems and storage. |
| AM Divisions: <ul style="list-style-type: none">• Museum Experience and Engagement | <ul style="list-style-type: none">• Capture and create digital media content• Work collaboratively to ensure that media productions are aligned with broader AM Division's priorities |

| Who | Why |
|---|--|
| <ul style="list-style-type: none"> Marketing, Communications and Development AMRI | <ul style="list-style-type: none"> Provide advice to AM Division staff to ensure the media production is aligned to Digital strategy. |
| External | |
| Digital Service Providers | <ul style="list-style-type: none"> Communicate digital service issues, requests and provide instruction on work requirements. |

Role dimensions

Decision making

This role has autonomy and makes decisions under their direct control and refers to the team leader decisions that require significant change to outcomes or timeframes; are likely to escalate or require submission to a higher level of management. This role is accountable for the delivery of work assignments on time and to expectations in terms of quality, deliverables and outcomes.

Reporting line

Head of Digital

Direct reports

Nil

Budget/Expenditure

Nil

Essential requirements

- Tertiary level qualifications or industry certifications in media production or in communications with a strong audio visual component, or demonstrable equivalent professional experience

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.



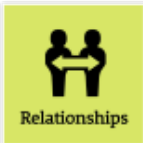

The capabilities are separated into **focus capabilities** and **complementary capabilities**.

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 | <ul style="list-style-type: none"> • Be open to new ideas and approaches • Offer own opinion, ask questions and make suggestions • Adapt well to new situations • Do not give up easily when problems arise • Stay calm in challenging situations | Foundational |
|  Relationships | 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 |
|  Relationships | Work Collaboratively Collaborate with others and value their contribution | <ul style="list-style-type: none"> • Build a supportive and cooperative team environment • Share information and learning across teams • Acknowledge outcomes that were achieved by effective collaboration • Engage other teams and units to share information and jointly solve issues and problems • Support others in challenging situations • Use collaboration tools, including digital technologies, to work with others | Intermediate |
|  Results | 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 • Identify any barriers to achieving results and resolve these where possible • Proactively change or adjust plans when needed | Intermediate |

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|  | Think and Solve Problems Think, analyse and consider the broader context to develop practical solutions | <ul style="list-style-type: none"> Identify the facts and type of data needed to understand a problem or explore an opportunity Research and analyse information to make recommendations based on relevant evidence Identify issues that may hinder the completion of tasks and find appropriate solutions Be willing to seek input from others and share own ideas to achieve best outcomes Generate ideas and identify ways to improve systems and processes to meet user needs | Intermediate |
|  | Technology Understand and use available technologies to maximise efficiencies and effectiveness | <ul style="list-style-type: none"> Identify opportunities to use a broad range of technologies to collaborate Monitor compliance with cyber security and the use of technology policies Identify ways to maximise the value of available technology to achieve business strategies and outcomes Monitor compliance with the organisation's records, information and knowledge management requirements | Adept |
|  | Project Management Understand and apply effective planning, coordination and control methods | <ul style="list-style-type: none"> Perform basic research and analysis to inform and support the achievement of project deliverables Contribute to developing project documentation and resource estimates Contribute to reviews of progress, outcomes and future improvements Identify and escalate possible variances from project plans | 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.

| Capability group/sets | Capability name | Description | Level |
|---|-------------------------------|--|--------------|
|  | Act with Integrity | Be ethical and professional, and uphold and promote the public sector values | Foundational |
|  | 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 | Foundational |

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|  Relationships | Communicate Effectively | Communicate clearly, actively listen to others, and respond with understanding and respect | Intermediate |
|  Relationships | Influence and Negotiate | Gain consensus and commitment from others, and resolve issues and conflicts | Foundational |
|  Results | Plan and Prioritise | Plan to achieve priority outcomes and respond flexibly to changing circumstances | Intermediate |
|  Results | 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 | Intermediate |
|  Business Enablers | Procurement and Contract Management | Understand and apply procurement processes to ensure effective purchasing and contract performance | Intermediate |