

Role Description

Digital Communications Specialist



Cluster	Enterprise, Investment & Trade
Agency	Australian Museum
Division/Branch/Unit	Marketing, Communications & Partnerships / Communications
Role number	50000474
Classification/Grade/Band	Clerk Grade 5/6
ANZSCO Code	225114
PCAT Code	3111492
Date of Approval	March 2023
Agency Website	https://australian.museum/

Agency overview

The Australian Museum (AM) is located on the homelands of the Gadigal people. The AM acknowledges the Gadigal people as the Traditional Owners and 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 Digital Communications Specialist is responsible for two main things: email marketing management and copywriting for web and emails to engage audiences, enhance the AM's profile and reputation, and meet audience, revenue and communications objectives.

Key accountabilities

- Produce and implement email campaign strategy and execution, including use of automation, personalisation and dynamic content to drive engagement and visitation (ticket sales).
- Maintain distribution list management and integration of the CRM and email platforms.
- Develop and write targeted and engaging website and email content that is customer focused and follows digital best practice.
- Plan, create and deliver/send email campaigns and cross-channel strategies including user segmentation, A/B testing and automation.
- Own the email marketing platform and manage its integration with the Museum's CRM and ticketing system, being the go-to person for all CRM and email marketing activities and requests.
- Analyse and Measure campaign performance, assess objectives, KPIs and ROI, providing insights and recommending improvements.
- Grow, segment and nurture EDM lists based on behaviours like past email engagement and website interactions (content downloads, site page visits, etc.).
- Provide content expertise and advice, collaborating with team colleagues, subject matter experts and key stakeholders.
- Support the CRM team with managing the lead lifecycle, lead scoring, lead nurturing, segmentation, data cleansing, and maintaining data integrity.
- Provide copywriting and other support as required to the broader communications team and key AM-wide priorities.

Key challenges

- Manage a high volume and velocity of day-to-day activity in the context of competing priorities and multiple stakeholders.
- Capture insights and learnings from digital marketing channels and imbed these in day-to-day activity to ensure the successful realisation of digital channel and campaign targets and objectives.
- Keep abreast of industry trends and maintain a proactive, innovative, and collaborative approach to digital marketing, suggesting new platforms, innovations and processes where appropriate.

Key relationships

Who	Why
Internal	
Head of Communications	<ul style="list-style-type: none"> • Receive strategic direction • Provide regular project and budget updates • Keep informed of key issues, propose solutions and support on strategic projects
Director, Marketing Communications and Partnerships	<ul style="list-style-type: none"> • Relevant review and approvals
Marketing and Communications team	<ul style="list-style-type: none"> • Participate in meetings, share information and provide input on issues • Support team members and work collaboratively to contribute to achieving team outcomes
Digital team	<ul style="list-style-type: none"> • Collaborate to promote AM digital products and develop online and digital campaigns that increase audiences and engagement online
CRM team	<ul style="list-style-type: none"> • Collaborate to create best-in-class customer journeys and use of the CRM to meet marketing and communication objectives
Marketing, Communications & Partnerships division and other AM business units	<ul style="list-style-type: none"> • Monitor, address and/or escalate requests and provide services • Manage the flow of information, seek clarification and provide advice and responses

Who	Why
External	
Service providers / consultants	<ul style="list-style-type: none"> Coordinate and monitor the supply of goods and services

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

- This role reports to the Head of Communications

Direct reports

- Nil direct reports. Supervises contractors, agencies and interns as required.

Budget/Expenditure

- Nil

Key knowledge and experience

- Current knowledge and working experience to deliver the Key Accountabilities and perform to the Focus Capabilities outlined in this Role Description
- Demonstrated experience working in digital communications with a proven track record delivering high performing copy and email campaigns.aa
- Proficiency in email marketing and marketing automation using platforms such as Mail Chimp and Campaign Monitor. Knowledge of Tessitura and WordFly, a bonus.
- Strong copywriting and editing skills with a good understanding of writing for SEO
- Knowledge of best practices for website and email content, delivery and testing.
- Strong analytical skills and proven ability to develop reports and make data driven decisions.
- Tertiary qualifications or equivalent experience in email marketing, copywriting or digital communications.
- Recent experience of email marketing and CRM platforms

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	Manage Self Show drive and motivation, an ability to self-reflect and a commitment to learning	<ul style="list-style-type: none">• Show drive and motivation, an ability to self-reflect and a commitment to learning• 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
	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
	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">• 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

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Capability group/sets	Capability name	Behavioural indicators	Level
	Plan and Prioritise Plan to achieve priority outcomes and respond flexibly to changing circumstances	<ul style="list-style-type: none"> 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 	Intermediate
 Business Enablers	Technology Understand and use available technologies to maximise efficiencies and effectiveness	<ul style="list-style-type: none"> 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 	Intermediate
	Project Management Understand and apply effective project 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.

COMPLEMENTARY CAPABILITIES

Capability group/sets	Capability name	Description	Level
 Personal Attributes	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	Intermediate
 Relationships	Communicate Effectively	Communicate clearly, actively listen to others, and respond with understanding and respect	Intermediate
	Commit to Customer Service	Provide customer-focused services in line with public sector and organisational objectives	Intermediate
	Influence and Negotiate	Gain consensus and commitment from others, and resolve issues and conflicts	Intermediate
 Results	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	Intermediate
 Business Enablers	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	Foundational