

# Role Description

## Marketing & Communications Manager



Cluster	Department of Creative Industries, Tourism, Hospitality and Sport
Agency	Museums of History NSW
Division/Branch/Unit	Programming, Production & Audience Division/ Audience & Marketing Team
Location	Sydney
Classification/Grade/Band	Clerk Grade 7/8
Role Number	50073684, 50073685 and 50073686
ANZSCO Code	225113
PCAT Code	2111492
Date of Approval	9 October 2020
Agency Website	<a href="http://www.mhnsw.au">www.mhnsw.au</a>

### Agency overview

Museums of History NSW (MHNSW) is an executive agency within Department of Creative Industries, Tourism, Hospitality and Sport and reports to the NSW Minister for the Arts. MHNSW is administered under the Museums of History NSW Act 2022.

MHNSW brings together the museums, historic houses and associated collections previously in the care of Sydney Living Museums with the vast collection of more than 13 million items held by the NSW State Archives. This includes one of the world's most complete and important collections documenting colonisation.

Providing greater access to and understanding of our state's rich and varied histories, stories and cultures is paramount to MHNSW with truth-telling and respect at the core of our approach. With a formidable asset base worth \$1.6 billion, we are focused on growing, managing, preserving and providing public access to the State Archives Collection and the objects, materials, buildings, places and stories that shape the historical, social, political and cultural identity of NSW.

MHNSW also operates commercial services that contribute significantly to the organisation's sustainability, including retail, food and beverage, venue hire, commercial records storage, records management, digitisation and consultancy services.

### Primary purpose of the role

Prepare and implement integrated marketing strategies that deliver against visitation and audience development objectives for Museums of History NSW (MHNSW) and undertake marketing activities to ensure that all activity is delivered to a high standard and enhances MHNSW's brand and image.

### Key accountabilities

- Work cooperatively with a range of internal and external professionals to develop and deliver simultaneous, integrated marketing communications campaigns promoting Museums of History NSW, its properties,

exhibitions, public programs, learning programs, development & fundraising, venue hire, hospitality and membership.

- Within a collaborative environment develop and implement strategic marketing plans that utilise all elements of the marketing mix including traditional advertising, digital and online marketing, social media, direct marketing, partner and relationship promotions.
- Develop and coordinate content, copy, design, production and placement of marketing, advertising, media, communications and promotional collateral to meet the agency’s brand positioning, effectively engage different market segments, and ensure legislative and regulatory compliance.
- Prepare effective creative briefs to support the design, photography and video requirements of the agency and its campaigns and manage the delivery of brief requirements.
- Develop marketing plans that ensure project objectives, key messaging and target audience groups are clearly identified.
- Undertake research, analysis and prepare post-campaign marketing evaluation reports to assess return on investment of marketing campaigns and inform future marketing and communication activities.
- Collaborate to execute digital marketing and online marketing activities to ensure full integration with the agency’s engagement strategies.
- Prepare campaign budgets, forecasts and reports to provide documentation on the campaigns affordability and effectiveness.

### Key challenges

- Developing integrated marketing communications campaigns within the context of Museums of History NSW’s overarching marketing and communications plans to build audiences, increase visitation and engagement and raise the agency’s profile.
- Developing and implementing innovative ways to reach targeted audiences to ensure effective utilisation of the marketing budget
- Implementing effective evaluation and feedback mechanisms to ensure ongoing quality improvement in the delivery of marketing and communication activities.

### Key relationships

Who	Why
<b>Internal</b>	
Head of Audience & Marketing	<ul style="list-style-type: none"> <li>• Receive direction and guidance on the development and implementation of marketing and communication plans ensuring consistency with overarching agency strategies, brand positioning and audience development initiatives.</li> <li>• Provide support to on inter-departmental projects as required.</li> </ul>
Marketing & Communications Team	<ul style="list-style-type: none"> <li>• Collaborate with Media Manager and other Marketing Managers/ Marketing &amp; Communications Officer to identify and leverage communications opportunities.</li> <li>• Collaborate with Graphic Design Manager and Designers to ensure creative support and expertise.</li> </ul>
Heads of Portfolio, Head of Learning & Experience, Head of Curatorial & Exhibitions, Membership Coordinator, Bookings team	<ul style="list-style-type: none"> <li>• Collaborate with team leaders to achieve audience engagement with properties, events, exhibition openings and programs through marketing initiatives.</li> <li>• Engage with relevant team leaders and bookings team to achieve visitation goals and meet sales targets.</li> </ul>

Who	Why
	<ul style="list-style-type: none"> <li>• Liaise with Membership Coordinator to consider membership strategy objectives and their delivery through campaigns.</li> <li>• Deliver activities to align with and respond to audience research planning and reporting.</li> <li>• Provide expertise and advice to support engagement goals and plans of these teams through marketing and communications.</li> <li>• Liaise with to utilise agency content for a range of communications channels.</li> </ul>
Digital team	<ul style="list-style-type: none"> <li>• Collaborate with to ensure that marketing campaigns are integrated into MHNSWs digital strategy and complement and extend audience engagement objectives.</li> <li>• Coordinate with in order to ensure integrated, strategic delivery of digital content across marketing activities and campaigns.</li> </ul>
Business Opportunities Team	<ul style="list-style-type: none"> <li>• Liaise with to identify and pursue opportunities across MHNSWs business and stakeholders to support reach and objectives.</li> </ul>
Philanthropy & Corporate Partnerships Team	<ul style="list-style-type: none"> <li>• Collaborate with the Development &amp; Fundraising team to identify and manage partnerships that extend MHNSW reach and resources for marketing activities and engagement.</li> </ul>
Staff across the agency	<ul style="list-style-type: none"> <li>• Develop effective cross departmental working relationships to secure support for recommended marketing and communication strategies.</li> <li>• Liaise with and provide support to in order to ensure customer service and information is consistent, accurate and in line with messaging and tone of marketing campaigns.</li> <li>• Collaborate with to achieve MHNSW's strategic objectives through marketing and communications activities.</li> </ul>
External	
Media	<ul style="list-style-type: none"> <li>• Develop effective relationships to support media related activities and efficient media return on investment. Develop and maintain productive strategic partnerships and networks.</li> </ul>
Cultural, tourism, government, corporate and community sectors	<ul style="list-style-type: none"> <li>• Generate and leverage strategic partnerships and networks to increase the agency's profile and participation.</li> </ul>

## Role dimensions

### Decision making

This role:

- Prioritises and manages competing priorities in a deadline driven environment.
- Develops and fosters efficient lines of communication with key stakeholders.
- Escalates decisions that require significant change to project outcomes or timeframes.
- High degree of autonomy in the development of priorities and is accountable for the delivery of project planning and management within budget.
- Ability to work both as part of a team and autonomously with limited supervision with changing priorities and pressured deadlines whilst maintaining a flexible and professional approach.
- Ability to negotiate and apply interpersonal skills to work with creative and diverse teams to deliver superior customer service.

- Develops and delivers detailed marketing and media execution schedules.

## Reporting line

This role reports to the Head of Audience & Marketing.

## Direct reports

Nil

## Budget/Expenditure

Nil

## Essential requirements

- Relevant tertiary qualifications and demonstrated current knowledge of and experience in developing and implementing successful integrated marketing communications campaigns that achieve objectives for exhibitions, events, programs or products preferably within an arts/cultural/heritage organisation.
- Expertise and experience in developing and implementing successful marketing campaigns using a wide range of media including up to date knowledge of marketing practices and principals
- Knowledge, experience in and competent use of marketing related software and technology including CRMs, and e-marketing tools.
- Wide ranging experience planning and producing marketing and communication materials targeting diverse audience segments utilising a range of media, as well as superior written communication skills with demonstrated experience in the development of copy for marketing collateral across multiple channels including print, digital and social.
- Excellent organisational skills, including the ability to plan, prioritise and meet strict deadlines and manage multiple projects simultaneously.
- Experience in setting and managing budgets and tracking expenditure.
- Willingness to work across and ability to travel to multiple work locations.





## 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	Adept
	<b>Work Collaboratively</b>	<b>Adept</b>
	Influence and Negotiate	Intermediate
 Results	<b>Deliver Results</b>	<b>Adept</b>
	<b>Plan and Prioritise</b>	<b>Adept</b>
	Think and Solve Problems	Intermediate
	Demonstrate Accountability	Intermediate
 Business Enablers	Finance	Intermediate
	Technology	Intermediate
	Procurement and Contract Management	Intermediate
	<b>Project Management</b>	<b>Adept</b>

### 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 where necessary</li> <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>

## NSW Public Sector Capability Framework

Group and Capability	Level	Behavioural Indicators
<b>Relationships</b> Working Collaboratively	Adept	<ul style="list-style-type: none"> <li>• Encourage a culture of recognising the value of collaboration</li> <li>• Build co-operation and overcome barriers to information sharing and communication across teams/units</li> <li>• Share lessons learned across teams/units</li> <li>• Identify opportunities to work collaboratively with other teams/units to solve issues and develop better processes and approaches to work</li> </ul>
<b>Results</b> Deliver Results	Adept	<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> Plan and Prioritise	Adept	<ul style="list-style-type: none"> <li>• Take into account future aims and goals of the team/unit and organisation when prioritising own and others' work</li> <li>• Initiate, prioritise, consult on and develop team/unit goals, strategies and plans</li> <li>• Anticipate and assess the impact of changes, such as government policy/economic conditions, on team/unit objectives and initiate appropriate responses</li> <li>• Ensure current work plans and activities support and are consistent with organisational change initiatives</li> <li>• Evaluate achievements and adjust future plans accordingly</li> </ul>
<b>Business Enablers</b> Project Management	Adept	<ul style="list-style-type: none"> <li>• Prepare clear project proposals and define scope and goals in measurable terms</li> <li>• Establish performance outcomes and measures for key project goals, and define monitoring, reporting and communication requirements</li> <li>• Prepare accurate estimates of costs and resources required for more complex projects</li> <li>• Communicate the project strategy and its expected benefits to others</li> <li>• Monitor the completion of project milestones against goals and initiate amendments where necessary</li> <li>• Evaluate progress and identify improvements to inform future projects</li> </ul>