

Role Description

Marketing Coordinator



Cluster	Enterprise, Investment & Trade
Agency	Australian Museum
Division/Branch/Unit	Marketing, Communications & Partnerships
Role number	51001829
Classification/Grade/Band	Clerk Grade 5/6
ANZSCO Code	131112
PCAT Code	1229192
Date of Approval	December 2023
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](#).

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

To deliver marketing activities across paid, owned and earned media channels that enhance the Australian Museum's (AM) profile and reputation, and meet audience, revenue and communications objectives.

Key accountabilities

- Coordinate the cross-platform delivery of industry-leading marketing campaigns that promote the museum, special exhibitions, tourism, memberships and events to ensure visitation and revenue targets are met.

- Traffic-manage the production of marketing collateral and advertising assets with agencies, internal stakeholders and designers, ensuring deadlines are met and approval processes followed.
- Prepare and deliver always-on digital marketing activity across social, paid and web, and input into the cross-department digital content schedule.
- Maintain the marketing database including development of data acquisition strategies.
- Act as the AM's brand guardian, ensuring all stakeholders adhere to brand and style guides and coordinate approvals.
- Arrange onsite market research with agencies and internal stakeholders.
- Analyse and report on channel and creative performance to determine marketing effectiveness and inform continuous optimisation.
- Produce the reporting, financial, administrative and audit requirements of the Marketing & Membership team.

Key challenges

- Administering a high volume and velocity of day-to-day activity in the context of competing priorities and multiple stakeholders.
- Maintaining current knowledge of contemporary trends, research, emerging technologies and best practice in marketing, including the application of digital marketing technologies and social media which are subject to rapid change and development.
- Developing and maintaining collaborative internal and external relationships and networks to support and facilitate the delivery of effective marketing and campaign activities across multiple channels and platforms.

Key relationships

Internal

Who	Why
Senior Marketing Manager	<ul style="list-style-type: none"> • Receive strategic marketing direction • Keep informed of key issues, propose solutions and support on strategic projects
Marketing and Communications team	<ul style="list-style-type: none"> • Support team members and work collaboratively to contribute to achieving team outcomes
Design team	<ul style="list-style-type: none"> • Brief, facilitate and traffic collateral design
Digital team	<ul style="list-style-type: none"> • Collaborate to promote AM digital products and develop campaigns that increase audiences and engagement online
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

External

Who	Why
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 Senior Marketing Manager.

Direct reports

N/A

Budget/Expenditure

Budgets and expenditure are in accordance with approved Annual Budget and financial delegations and procedures subject to project type and sponsoring business unit.

Key knowledge and experience

- Proven experience in delivering integrated marketing and communications plans that meet audience, revenue and branding objectives.
- Project management skills with the ability to think creatively, plan, collaborate and execute on multiple projects simultaneously in a complex organisation.
- Strong communication experience, including written and oral skills, relationship management and negotiation skills.

Essential requirements

- Tertiary qualifications or equivalent experience in marketing, advertising or communications.

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
 <p>Personal Attributes</p>	<p>Manage Self Show drive and motivation, an ability to self-reflect and a commitment to learning</p>	<ul style="list-style-type: none"> 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
 <p>Relationships</p>	<p>Communicate Effectively Communicate clearly, actively listen to others, and respond with understanding and respect</p>	<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
 <p>Relationships</p>	<p>Influence and Negotiate Gain consensus and commitment from others, and resolve issues and conflicts</p>	<ul style="list-style-type: none"> 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

	<p>Deliver Results Achieve results through the efficient use of resources and a commitment to quality outcomes</p>	<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 	<p>Adept</p>
	<p>Plan and Prioritise Plan to achieve priority outcomes and respond flexibly to changing circumstances</p>	<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 	<p>Intermediate</p>
	<p>Finance Understand and apply financial processes to achieve value for money and minimise financial risk</p>	<ul style="list-style-type: none"> • Understand basic financial terminology, policies and processes, including the difference between recurrent and capital spending • Consider financial implications and value for money in making recommendations and decisions • Understand how financial decisions impact the overall financial position • Understand and act on financial audit, reporting and compliance obligations • Display an awareness of financial risk, reputational risk and exposure, and propose solutions to address these 	<p>Foundational</p>



Project Management
Understand and apply effective planning, coordination and control methods

- 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

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
	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
	Commit to Customer Service	Provide customer-focused services in line with public sector and organisational objectives	Intermediate
	Work Collaboratively	Collaborate with others and value their contribution	Intermediate
	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
	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	Foundational