

**APPLICATION PACK**

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| **REFERENCE NO:** | 22107 |
| **TITLE:** | Manager Marketing & Communications |
| **CLASSIFICATION:** | Executive Level 1 |
| **EMPLOYMENT TYPE:** | Ongoing |
| **HOURS PER WEEK:** | 37hours 30minutes |
| **SECTION:** | Communications & Partnerships |
| **TEAM:** | Communications |
| **SECURITY REQUIREMENTS:** | Baseline Security Clearance |
| **SUPERVISOR:** | EL2 Head Communications & Partnerships |
| **OPEN DATE:** | 2 June 2021 |
| **CLOSING DATE:** | 14 June 2021 (11:59pm) |
| **CONTACT OFFICER:** | Ms Sarah Oakes on 02 6270 8169 |

# Diversity and Inclusion

The Museum of Australian Democracy (MoAD) prides itself on promoting diversity and inclusion within the organisation, and as such encourages applications from the diverse Australian community. This includes Aboriginal and Torres Strait Islander people, people that identify as having a disability, people of all ages, people that identify as belonging to the LGBTIQ+ community and those from culturally and linguistically diverse backgrounds.

To assist in the application process, we accommodate requests of reasonable adjustment for people with disabilities. If you have an individual requirement that needs to be accommodated, in order to participate in an interview, please indicate this on your application cover sheet or advise the contact officer.

# Museum of Australian Democracy at Old Parliament House

Housed in one of Australia’s most prominent national heritage listed buildings, the Museum of Australian Democracy at Old Parliament House was the first museum in Australia dedicated to telling the story of the journey of our democracy. It seeks to provide a range of innovative exhibitions, tours, interpretation, education programs and public activities that will inspire and challenge visitors to explore democracy from its ancient roots to the present day and possible futures.

# Position Details

The Manager Marketing & Communications will develop and deliver consistent

and effective strategic communications with government and key stakeholders and

oversee communication, events, marketing, and media activities for internal and

external stakeholders

# Duties

* Lead and manage a small team to ensure high quality, innovative, coordinated, delivery of marketing and event services.
* Plan, develop and manage our brand and marketing campaigns for MoAD’s exhibitions, events, and programs within prescribed budgets and timeframes.
* Provide data to assist in the analysis of campaign success and public engagement against organisational KPI’s.
* Forward plan strategic communications and media products that build public interest prior, and achieve public participation of, MoAD events and/or exhibitions.
* Build strategic relations and identify media partnering opportunities; provide support and maintain relationships with MoAD’s existing media partners and ensure service offerings / initiatives remain competitive.
* Maintain effective relations with stakeholders, staff, tourism industry partners, corporate clients, and MoAD Executives.
* Oversee all aspects of internal and external communications in line with policies and guidelines.
* Provide input to board papers, exhibitions, and other reports as requested.
* Contribute to MoAD’s annual budget process; manage the communication and marketing budget and general administration on a day-to-day basis.

# Key Attributes

* A high level of management, outcome focused, strategic thinking and analytical skills.
* A high level of motivation, initiative, judgment, and commitment, together with a demonstrated ability to manage workloads and priorities to meet organisational objectives.
* Be an inclusive leader that supports your team and collaborates across MoAD.
* Highly developed verbal and written communication skills with the ability to consult senior stakeholders and collaborate with peers.
* Demonstrated capacity to use creative and innovative ideas and lateral approaches in delivering agreed outcomes on time and within budget, particularly relating to new and emerging technology.
* Experience in communication and events within the cultural sector would be an advantage.

# Your Application

* Provide a concise statement of no more than two pages.
* There is no selection criteria that needs to be addressed, however when framing your response, please ensure you adequately address the key attributes against the position duties with demonstrated examples of your relevant skills and experience.

# Application Details

Your application must include:

* A completed application cover sheet - (available on the [MoAD website](http://moadoph.gov.au/about/employment))
* Concise statement of claims
* Resume outlining your career history, qualifications and contact details for at least two recent referees

# Eligibility

Employment with the Museum of Australian Democracy is subject to the following conditions:

* **Citizenship –** To be eligible for employment with MoAD, applicants must be an Australian Citizen.
* **Security Clearance –** The successful applicant will be required to undergo and maintain a security clearance at the baseline level.

# Employment Agreement

* All terms and conditions for employment at MoAD can be found in MoAD’s Enterprise Agreement
* MoAD salary scales can be found in [MoAD’s determination 2021](https://moad-web.s3.amazonaws.com/heracles-production/091/b5d/c31/091b5dc31a46bb71c31946bcc5d0466b6fb72abc96b78ebc35847556be77/Determination_2021.pdf)

# Submission

* Please submit applications by the closing date and time electronically to recruitment@moadoph.gov.au
* Your application will be automatically acknowledged. If you do not receive an automated receipt, please contact the Recruitment Officer on: 02 6270 8297 or 02 6270 8192
* Applications received after closing will not be accepted unless prior arrangement has been made with the contact officer.