

**CANDIDATE PACK**

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| **POSITION DETAILS** |
| **Reference No** | 22406 |
| **Title** | Manager Digital Engagement |
| **Classification** | Executive Level 1 |
| **Employment Type** | Ongoing/Non-ongoing |
| **Working Hours** | Full-time |
| **Office Arrangement** | Hybrid with work from home considered |
| **Salary**  | $110,115 - $120,900 + 15.4% superannuation |
| **Section** | Digital |
| **Team** | Digital Engagement |
| **Eligibility** | Australian Citizen + baseline security clearance (after commencement) |
| **Contact Officer** | Anna O’Leary – 02 6270 8143 |
| **Opening Date** | Monday 9 December 2024 |
| **Closing Date** | Monday 16 December 2024 (11:59pm) |
| **Special Note** | **This is an ongoing opportunity.****This role may be filled by applications and referee reports alone.**Suitable candidates may be placed in a merit pool from this selection process and the pool may be used to fill similar ongoing or non-ongoing roles. Non-ongoing vacancies filled from a merit pool may be offered as a specified term. Applicants may have their application and assessment results shared with other Australian Public Service (APS) agencies looking to fill similar roles. |

**ABOUT US**

The Museum of Australian Democracy (MoAD) at Old Parliament House is located inside a heritage-listed building that was once home to Australia's Parliament (1927 to 1988).

True to our building’s original brief, we provide a ‘people’s place’, where big ideas are explored.

We share the story of Australia's democracy through exhibitions, events and education programs, as well as through our rich online collection of stories, objects and resources.

At MoAD, we celebrate the Australian democratic journey. We seek to provoke thought and inspire conversation by sharing stories and objects that played a part in shaping the nation as it is today.

Careers at MoAD are varied, from exhibition curators, heritage officers and learning facilitators, through to digital producers, finance officers and IT specialists. We're a small team, working in a dynamic environment, sharing our democratic and political history in a heritage-listed building.

MoAD is an inclusive and rewarding workplace that values the contributions of all our staff. We encourage applications from First Nations Australians, people with a disability, culturally and linguistically diverse people and LGBTQIA+ people. We are committed to a safe and supportive workplace which includes flexible working practices.

MoAD employees are engaged under the [Australian Public Service Act 1999](https://www.legislation.gov.au/C2004A00538/latest/text) and are subject to the terms and conditions of employment in the [OPH Enterprise Agreement 2024-27](https://moadoph.gov.au/sites/default/files/2024-04/oph-enterprise-agreement-2024-2027.pdf)

**POSITION DETAILS**

The Digital Engagement team plays a critical role in contributing to the intellectual and creative leadership of the Museum. The position holder will take the lead in ensuring digital is factored into everything we do, enriching audience experiences, building communities, and improving efficiencies.

In the Manager’s position, you will lead museum-wide planning and design for experiences that use digital technology, as well as manage the creation and commissioning of content for the museum’s digital platforms including social media, the web, emerging platforms and exhibition interactives. Across all digital touch points, you will create innovative experiences for audiences, and deepen the engagement of current and future audiences.

You will play a key role in the management team, providing strategic input to creative content development, business planning processes and reporting. You will also manage a team of staff, interns and contractors, and associated budgets.

Suitable candidates may be placed in a merit pool from this selection process and the pool may be used to fill similar ongoing or non-ongoing roles. Non-ongoing vacancies filled from a merit pool may be offered as a specified term. Applicants may have their application and assessment results shared with other Australian Public Service (APS) agencies looking to fill similar roles.

**ROLE RESPONSIBILITIES and DUTIES**

Under the direction of the Head of Digital the Manager, Digital Engagement will be required to:

* Implement the Museum’s digital engagement strategy, including leading the Museum’s digital engagement initiatives, providing strategic and practical advice, identifying opportunities for innovative projects, and delivering creative, audience-focused digital content and experiences on time and within budget
* Manage a team of staff, contractors, and vendors to maintain and grow the museum’s digital presence across web properties, social media, and onsite digital interactives in accordance with government standards and polices
* Use data to undertake critical evaluation of digital content (onsite and online), continuously refining and improving the Museum’s digital content offering and optimising audience growth and engagement.
* Collaborate with internal stakeholders to conceptualise, deliver and evaluate engaging content for digital products and channels, and build digital capacity across the organisation
* Support the Museum to envision and plan for future digital content and experience trends, audience behaviours, and opportunities.

**OUR IDEAL CANDIDATE**

Our ideal candidate will have:

* Demonstrate a well-honed ability to apply a creative audience focus to digital content, products and channels to enrich experiences and increase reach and engagement.
* Demonstrated experience and innovation in managing the entire digital product lifecycle for a diverse range of products, from ideation, research, testing, iteration and launch to ongoing maintenance
* The ability to think strategically and act collaboratively to provide digital leadership across the Museum
* Exceptional written and verbal communication skills with the ability to translate complex technical concepts for diverse audiences and communicate effectively with stakeholders at all levels of the organisation.
* Strong people and project management skills and experience coordinating multidisciplinary teams, developers, vendors, and internal stakeholders, to deliver multiple and concurrent products on time, within budget and in accordance with government standards and polices.
* Strong understanding of digital and social media trends

**YOUR APPLICATION**

* Please provide a concise statement of claims of no more than 2 pages.

* + When framing your statement, please ensure you adequately demonstrate your skills, qualifications, experience and capabilities.
* Resume outlining your career history, qualifications and contact details for at least two recent referees (no more than 4 pages)
* A coversheet from the [MoAD Website](https://www.moadoph.gov.au/about/careers)

**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 obtain and maintain a security clearance at the baseline level.

**SUBMISSION OF APPLICATION**

Your application should be submitted by the closing date to

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| Icon  Description automatically generated | applications@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 8192 or 02 6270 8235
* Applications received after closing will not be accepted unless prior arrangement has been made with the contact officer.
* RecruitAbility applies to this vacancy. Under RecruitAbility you will be invited to participate in further assessment activity for the vacancy if you choose to apply under RecruitAbility; declare you have a disability; and meet the minimum requirements for the position. For more information visit the [APSC website](https://www.apsc.gov.au/working-aps/diversity-and-inclusion/disability/recruitability).
* MoAD accommodates requests for reasonable adjustment for people with disabilities to participate in an interview, including offering onsite tours to potential employees before their interviews to gauge any possible access barriers and to comfortably see staff spaces before committing to interview or the job position. Please indicate this in your coversheet or contact the recruitment officer on 02 6270 8192 or 02 6270 8235.