

Position Description

Position title:	Audience Engagement Officer (Programming)
Directorate:	City Wide Services
Service Unit:	Museum
Reports to:	Director Museum
Direct reports:	Volunteers
Salary point:	10
Work location:	Museum
Date revised:	November 2020

What's it like working at the City of Newcastle?

We are focused on making a real difference in our community and achieving our vision of ***creating a smart, liveable and sustainable global city***. We are proud to deliver services valued by our community. People come first at the City of Newcastle, which means providing employees with meaningful work and capacity for work life balance. As a large local organisation, the City of Newcastle offers opportunity to develop in your current role, grow into future opportunities and reach your full potential.

Our organisation's values are **Cooperation, Respect, Excellence and Wellbeing** which are underpinned by our behaviours of courage, trust and pride. Together, our values and behaviours support our decision making, our day to day interactions and everything we do.

What's it like working at Newcastle Museum?

Newcastle Museum is committed to telling the stories of both ordinary and extraordinary Newcastle through our collections, exhibitions, and audience engagement. We incorporate Newcastle Museum, Fort Scratchley Heritage Site, Museum Park and our off-site storage facilities.

We are of service to our community and engage with all who visit the museum, both digitally and in the flesh. We believe in the word Museum, as it is both our integrity and our identity.

We are committed to providing the best and broadest museum experience, which is not only fun and attractive but is intellectually significant and beneficial to the community. We educate and entertain through both formal and informal means for all ages. We are firmly committed to full access for the community. We are proud to continue to keep the museums financially available to all and an integral and aligned service of City of Newcastle. All that we do is a celebration of our city and we are a significant element of the lives and identity of Newcastle's people.

What's the focus of this position?

The Audience Engagement Officer (Programming) brings Newcastle Museum to life. By focussing on activation and accessibility, this position is deeply connected to our community, not only producing and providing a broad informal programming suite but also by supporting diverse community groups to utilise

the space to share their stories. Deeply connected with all elements of the museum, this position's primary focus is creating linkages and opportunities throughout the museum, city and online.

What you'll be doing:

- Lead the development of partnerships, collaborations and community engagement that raises the profile of the Newcastle Museum to local, national and international audiences.
- Develop and deliver innovative engagement methods to promote and activate the museum collection and Newcastle narratives in an audience focused and cost-effective manner. Manage resources to optimise outcomes within required timeframes and budgets.
- Develop and deliver complimentary and collaborative content for community exhibitions, collection database, Newcastle Museum curated exhibitions, public relations, media and communication activities, such as website and social media, print collateral, editorial copy, publications, and community events.
- Support volunteer researchers and community curators.
- Support other Audience Engagement officers and tasks to deliver services i.e. Museum Express, Education.
- Work as part of the Audience Engagement team and Director forward planning, strategy and policy for Audience Engagement.
- Recruit and supervise the activities and training of the Audience Engagement volunteers (Programming).
- Promote and enhance the professional image of the Museum within Council by providing a high standard of customer service through courteous and professional interaction and externally through a strong community, business and media support network.
- Compile and report on statistics monthly or as required to the Museum Director.
- Fulfil the responsibilities of a staff member as stated in City of Newcastle's WHS Policy and Procedures.
- You will be required to carry out other duties that are within the limits of your skills, competence, training and/or experience as directed by your Manager.

It is an offence under the NSW Child Protection (Prohibited Employment) Act 1998 for a person convicted of a serious sex offence to apply for this position. Relevant Criminal History, Apprehended Violence Orders and prior employment checks, including relevant disciplinary proceedings, will be conducted on recommended applicants.

The essentials you'll need:

- Tertiary qualifications in Education, History, Art, Museum Studies or equivalent degree or experience.
- Exceptional communication, writing, negotiation and presentation skills and proven ability to engage a diverse range of stakeholders in a strategic manner and communicate within a complex environment.
- Strong commitment to engaging diverse audiences with culture and/or history and/or science; and experience in developing program strategies.

- A proven track record of success as a creative producer, knowledge and experience of devising and implementing public programs and visitor experience initiatives in a cultural institution or festival.
- Excellent planning and organisational skills including the ability to prioritise multiple competing timelines, meet strict deadlines and analyse performance against budget and KPIs.
- Works collaboratively with honesty and transparency and encourages bold ideas and supports freedom of expression, innovation and diversity.
- Solid demonstrated ability to manage concurrent projects and competing demands.
- A current Working with Children Check number or willingness to apply for one if selected for the position.

Other valuable skills you may have:

- Possesses strong management skills, and work well independently or with a team, leading with a clear sense of energy, dynamism and purpose.
- Demonstrated commitment to compliance and the promotion of WH&S.

We'll encourage you along the way

We will partner with you to support your performance and ongoing development to ensure you are fully prepared for future challenges as this position and our organisation adapts and evolves.

I acknowledge that I have read and understood the requirements and responsibilities of this position as detailed in the Position Description (PD) and have discussed the PD with my Manager.

Employee Name:	
Employee Signature:	
Date:	