



## T273 - Head of Marketing and Communications

*“One APS Career...Thousands of Opportunities”*

As one of Sydney's most visited museums, the Australian National Maritime Museum (ANMM) is committed to being a world leader in maritime history, sharing the national maritime story across Australia and providing a must-visit museum experience. The museum is undergoing significant transformation including development and implementation of a new brand and marketing strategy and exciting major capital works projects.

- **Excellent career opportunity within the arts and cultural sector.**
- **Executive Level 2 – Attractive Salary package and employee benefits including 15.4% superannuation**
- **2-year fixed term contract with possibility of extension**
- **Australia's leading museum located waterside in beautiful Darling Harbour**

The role's key purpose is to provide innovative, strategic leadership to the newly structured Marketing and Communications (M&C) Unit and to deliver marketing and communications solutions that support the Museum to achieve its corporate and commercial objectives including enhancement of its national and international reputation as a “must visit National Museum.

As a senior manager within the ANMM, this is a high-profile role involving a high level of internal stakeholder engagement with the Director, executive team, business unit leaders and staff across the organisation. It requires proven ability to influence and collaborate with ANMM's business leaders and to develop and implement a comprehensive Marketing and Communications strategy that is aligned to the ANMM's Vision and Corporate Plan and incorporates the ANMM's new brand strategy; ensures consistent brand messaging, marketing and communications initiatives and delivers creative, effective and innovative digital marketing and communications solutions and commercial outcomes.

You will build a centre of Marketing and Communications excellence and lead your team to manage the planning, development and implementation of all corporate, campaign, tourism and targeted marketing and communications activities. The role includes overseeing the delivery of various projects including the new brand strategy, ongoing website improvements and digital innovation, audience evaluation/market research studies and development of digital solutions and end to end business processes to improve the Museum's visitor experience, increase paid visitation, build the Museum's international reputation and increase commercial results from our exhibitions, venues events and retail businesses.

You will also be required to represent ANMM at various industry and inter-agency meetings and events, plus manage external stakeholder relationships and commercial arrangements across a range of media and marketing agencies, industry associations, vendors and suppliers.

Ideally you are a degree qualified marketing and/or communications professional with excellent interpersonal and people management skills, sound commercial and market analysis acumen and innovative digital and smart marketing experience. Successful marketing experience within **the arts and cultural sector or similar commercial environment will be beneficial.**

### **How to Apply**

Please click the 'Apply' button below. For a confidential discussion about the position, please contact **HR** via email on [humanresources@anmm.gov.au](mailto:humanresources@anmm.gov.au) or click on below link: <http://www.anmm.gov.au/about-us/who-we-are/work-with-us> for more information.

**Applications Close: Tuesday 30th January 2018. No Applications will be accepted by mail or email.**

### **Notes:**

Selection for this position will be made on the basis of relative merit which will be assessed against each item of the selection criteria. Applications that do not address the selection criteria will not be considered for short listing by the Selection Committee. This position is open to all eligible members of the community and we encourage applications from Aboriginal and Torres Strait Islander people, people with a disability and people from every cultural and linguistic background.

To be an eligible member of the community, you must be an Australian citizen. Applications may be accepted from Australian permanent residents who are in the process of acquiring Australian citizenship.

