

Statement of Duties



Title	Deputy Director Engagement
Position Number:	705733
Division:	Cultural and Creative Industries
Branch:	Tasmanian Museum and Art Gallery
Location:	Hobart
Employment Condition:	Full-time
Award / Classification:	Tasmanian State Service Award, General Stream Band 8
Reports to:	Director

WORKPLACE:

The Tasmanian Museum and Art Gallery (TMAG) is Tasmania's leading natural, cultural and heritage organisation. It is a combined museum, art gallery and herbarium with almost one million items in its care, including several heritage properties. TMAG inspires, enriches and educates local and global communities by connecting them with Tasmania's unique journey and place in the world.

POSITION OBJECTIVE:

Lead the development, delivery and promotion of a high-quality visitor experience and activities that engage audiences so that TMAG is a "must-do" destination for Tasmanians and tourists.

Lead the creation of programs, exhibitions, educational activities, online activities, galleries, evening activities, and marketing in collaboration with Tasmanians that build the TMAG brand and foster community involvement.

Play a leading role in securing and managing the resources needed to deliver these activities through working productively with Government, building partnerships, success in grant applications and fundraising.

MAJOR DUTIES:

- Lead all aspects of the visitor experience, ensuring that the regular operation of the public areas meets the highest standards and respects cultural sensitivities, by managing all aspects of the audience engagement processes, service delivery mechanisms and by leading the forward program for all engagement activities through strong project management methodology.
- Lead and manage the Engagement team, cross-museum project teams and manage agreed priorities to ensure the effective creation and delivery of exhibitions, galleries, programs, educational activities and online activities that highlight TMAG's collection, tell Tasmania's stories, and discuss issues of relevance to the Tasmanian experience.
- Lead and manage the Engagement team and cross-museum project teams, in building community involvement through partnerships, volunteer activities, and innovative approaches to content creation that actively support the brand of the Tasmanian Museum and Art Gallery.
- Lead the marketing, communication and brand development for TMAG, including the strategic oversight of social media and online activities, and market research to inform content development and marketing.
- Build and manage a mutually-supportive collaboration with TMAG friends groups to ensure volunteer-created programs and communications align with the TMAG brand and community needs, and that TMAG has a strong community of interest connected via newsletters and social media.
- Play a leading role in creating fundraising proposals, grant-writing and building collaborations in Government and the community to obtain resources to deliver the engagement activities.
- Contribute to the leadership of TMAG as a member of the senior management team, providing expert advice to the Director, and Board of Trustees on matters relating to audience engagement, exhibitions, learning and public programs and visitor experience, and leading change initiatives to support the delivering of the strategic plan.
- Lead projects and manage program and project budgets and ensuring they are appropriately set, maintained and delivered.
- Represent TMAG and the department at internal and external forums, and on relevant reference groups and steering committees as required and deputise for the Director when required.

SCOPE OF WORK: (Level of Responsibility and Direction/Supervision Received)

The Deputy Director receives broad direction from the Director and is responsible for meeting the agreed strategic objectives and achieving the outputs for Engagement within agreed timeframes.

The Deputy Director is responsible for the effective and efficient management of the Engagement human and financial resources.

The Deputy Director works in consultation with the Director to provide expert advice to the senior management team, TMAG Board of Trustees, the department's Executive Team, and Government and is expected to liaise with other Government departments, stakeholders and clients (internal and external) within the broad directions set out by the Director.

The Deputy Director is required to provide to the Director, strategies and recommendations in relation to the overall, strategic planning, best practice management and future direction of the museum in the areas of communication, exhibition and design, learning and discovery, visitor service and small house museums.

The Deputy Director has extensive independence and autonomy in the determination of approach, priorities, work standards and the allocation of work to achieve outcomes.

KNOWLEDGE AND SKILL (SELECTION CRITERIA):

1. Demonstrated experience in the operational management of a cultural attraction or similar environment.
2. Demonstrated experience in the management of teams to create high-quality exhibitions, programs, online and other activities in a museum or similar environment
3. Proven ability to build effective partnerships and collaborations that foster community involvement.
4. Proven high-level leadership, management and project skills. In depth knowledge of contemporary management principles and demonstrated experience to effectively manage financial, human, physical and information resources in a rapidly changing environment.
5. Proven ability to be adaptive and flexible to achieve results in a high pressure and changeable environment.
6. Track record of raising funds through sponsorship, philanthropy and/or grants.
7. Demonstrated high-level communication skills, including negotiation, consultation, liaison and conflict resolution skills. Highly developed writing skills to influence outcomes, including quality assuring the written work of others in relation to policy, departmental and ministerial issues.
8. Proven ability to negotiate and manage financial resources, including presenting and reporting accurate financial information, managing resource allocation and advising on financial strategy at operational and program level.

QUALIFICATIONS AND REQUIREMENTS:

Pre-employment	The Head of the State Service has determined that the person nominated for this role is to satisfy a pre-employment check before taking up the appointment, promotion or transfer. The following checks are to be conducted. Nil
Essential	Evidence of the following must be provided prior to appointment to this role: Nil The person must continue to satisfy the above essential requirements/qualifications throughout their employment in this role.
Highly Desirable Desirable	Degree in a relevant subject such as science, art, history, museum or cultural studies, or equivalent experience <ul style="list-style-type: none"> • An awareness of the role museums and/or Art Galleries as interpretative, educational, research, scientific and curatorial institutions • Drivers licence

WORK ENVIRONMENT:

The Department of State Growth is a values based organisation and we aim to attract, recruit and retain people who will uphold our values and are committed to building the culture we aspire to.

We are also committed to high standards of performance in relation to Workplace Health and Safety and Diversity Management. All employees are expected to participate in maintaining safe working conditions and practise, promote and uphold the principle of fair and equitable access to employment/promotion, personal development, training and the elimination of workplace harassment and discrimination.

The expected behaviours and performance of the Department's employees and managers are governed by the *State Service Act 2000* through the State Service Principles and Code of Conduct.

These can be located at www.dpac.tas.gov.au/divisions/ssmo

The Department is a smoke-free environment.

THE DEPARTMENT:

The Department of State Growth works to grow our economy and provide opportunities for all Tasmanians. We provide support and strategy advice in relation to key economic drivers including energy, industry sectors, resources, regulation and infrastructure. We support the delivery of a range of public services and have a strong focus on investment attraction and the development of innovative strategies that drive state growth.

The Department's website at www.stategrowth.tas.gov.au provides more information.