

Marketing Coordinator, Museum of Tropical Queensland

POSITION DESCRIPTION

Job Ref:		Closing Date:	Monday 16 May 2022 at 9am
Program:	Public Engagement	Classification:	AO4
Campus:	Museum of Tropical Queensland	Remuneration:	\$78,393 - \$85,959 (per annum)
Location:	Townsville	Contact:	Email: andrea.hughes@qm.qld.gov.au Phone: 0497 347 117
Status:	Temp until 30 September 2022	Review:	March 2018
PD Ref:		Position No:	42804

We are seeking an enthusiastic team member to help us achieve our mission to inspire generations of Queenslanders to discover, celebrate and value our distinctive natural and cultural environment.

ABOUT THE JOB

The role of the Marketing Coordinator sits within the Public Engagement Unit of the Queensland Museum Network, which has responsibility for managing the museum brand, marketing, media and communication activity across its network of campuses. The unit also manages design, creative and logistics for temporary and permanent exhibitions, events and the Annual Pass program.

This role reports to the Queensland Museum Network Marketing and Communication Manager by contributing to the content, planning and day to day running of the Museum of Tropical Queensland's marketing, events, media and through general communication support.

The role will also have the opportunity to work on marketing activities for other campuses in the Network including Queensland Museum, Cobb+Co Museum and The Workshops Rail Museum.

The Marketing Coordinator will be organised and self-motivated with the ability to think laterally while maintaining attention to detail. They must be flexible in their approach and be prepared to be a productive and essential member of a creative team focused on achieving quality outcomes. They must be able to work alone and also contribute to the wider team across the Network.

KEY RESPONSIBILITIES

- Prepare and contribute to the development of innovative marketing plans for approval and implement these plans within budget and deadlines, to meet key objectives and audience targets.
- As part of approved marketing plans, deliver a range of activities including digital, social media, press advertising, television advertising, print and its distribution, media and public relations.
- Write interesting and engaging copy for a suite of marketing and communication collateral including brochures, websites, eDMs and publications and liaise with internal and external stakeholders to deliver these.
- Research, prepare recommendations and implement digital and online strategies, including electronic media, ENews and social media, to increase visitation.
- Deliver and support media activities, mainstream and specialist, through the provision of media kits, story ideas, media releases, images and organising interviewed within Queensland Museum Network protocols.
- Liaise with the appointed media buying agency, internal and external designers to develop creative materials and solutions for the Museums events and activities.
- Manage and maintain the Museum of Tropical Queensland's image library in conjunction with the Marketing and Communication Manager to ensure appealing and accurate images are captured on a regular basis and used in a range of visual marketing communication.
- Maintain the marketing lists and contacts within the Customer Relationship Management system and capitalise on opportunities to grow the database.
- Coordinate, and provide for, support onsite and online market research including evaluating the success of events, exhibitions and marketing programs including regular reporting.
- Support the Museum of Tropical Queensland presence within the tourism industry at all levels including liaison with Visitor Information Centers, participation at offsite expos/events and communication with tourism representatives.
- Establish and maintain professional relationships with staff and external clients, including cultural and tourism organisations and other government departments, and participate in events, meetings and networking to the Museum's reputation is maintained.
- Work consultatively across the network for marketing activities.

Reporting Relationships

The Marketing Coordinator reports to the Marketing & Communication Manager, Queensland Museum Network.

ASSESSMENT CRITERIA

We will assess your merit for this role by looking at what you've done previously, the knowledge, skills and experience you've built, your potential for development, and your personal qualities. This role requires you to:

Vision

- Prioritises projects and tasks efficiently, in line with team commitments
- Shares and seeks creative ideas, suggestions and data to inform the delivery of services (*Stimulates ideas and innovation*)

- Recognise and articulate how your work directly contributes to the organisation's vision and community outcomes.

Results

- Contributes to the development of team objectives and recognises own role in achieving results (*Drives accountability and outcomes*)
- Builds rapport and establishes strong mutually beneficial connections (*Builds enduring relationships*).
- Communicate in a clear, succinct and deliberate manner, adjusting the message so that it resonates with different stakeholders.
- Recognise and reflect on the purpose and impact of your work and welcome challenges in the delivery of work and demonstrate persistence in working through obstacles.

Accountability

- Actively seeks feedback and modifies approach to enhance own effectiveness (*Pursues continuous growth*)
- Evaluates possible solutions and takes appropriate steps to mitigate risks (*Demonstrates sound governance*).

To find out more about the competencies required for this role visit Leadership Competencies for Queensland to access the booklet. This role maps to Individual Contributor.

MANDATORY QUALIFICATIONS/EXPERIENCE

While there are no mandatory qualifications for this role, qualifications in marketing, communication, journalism or related fields of festivals/arts/museum/science communication fields and/or experience in a similar position will be highly regarded.

OUR VISION

To be the premier museum in Australia, connecting real objects and contemporary research with communities, creating authentic and compelling experiences and stories that inspire, enrich and empower.

QUEENSLAND MUSEUM NETWORK

The Queensland Museum is a dynamic, statewide organisation that actively partners with and connects communities through compelling experiences, original research, amazing collections and a creative culture.

As custodian of the State's natural and cultural treasures, Queensland Museum makes lasting connections, inspiring generations of Queenslanders to discover, celebrate and value our unique environment and cultural identity.

Our team achieves great things in a supportive culture that encourages innovation and collaboration, and includes scientists, historians, customer service staff, event managers, producers, designers, conservators and photographers.

Museum of Tropical Queensland, Townsville
70–102 Flinders Street, Townsville

The award-winning Museum of Tropical Queensland reveals life at the tropical edge, turning significant research into compelling experiences that showcase the unique cultural and natural heritage of North Queensland.

The modern exhibition space features iconic North Queensland stories including HMS Pandora, corals and rainforest, dynamic activities and an active temporary exhibition program. The Museum also houses internationally recognised coral collections with a research focus on corals, marine invertebrates, maritime heritage and First Nations cultures.

A community leader, the Museum of Tropical Queensland brings people together to share their stories and interpret their world in a quest to better understand North Queensland's distinctive cultural identity.

ADDITIONAL INFORMATION

- Intra-state travel may be required from time to time.
- Probationary periods apply to successful candidates external to the public sector.
- Occasional work outside normal working hours, including weekends, may be required from time to time
- A non-smoking policy is effective in Queensland Government buildings, offices and motor vehicles.
- Your application for this role will remain current for 12 months and may be considered for recurring vacancies which may be at an alternative location or alternative employment basis (full-time or part-time).

PRE-EMPLOYMENT CHECKS

Appointment is subject to the following pre-employment checks and disclosures -

- Employment screening: criminal history, a Working with Children (Blue Card), and previous discipline history check will be undertaken.
- Employment eligibility: to be eligible for permanent appointment to the Queensland Public Service you must provide proof of Australian citizenship or permanent residency. To be eligible for temporary appointment you must provide proof that you can legally work in Australia.
- Employment as a lobbyist: newly appointed employees to the Queensland public sector must disclose within one month of starting duty any previous employment as a lobbyist within the last two years.

HOW TO APPLY

To be considered for this role, please provide the following information to the selection panel for assessment of your suitability:

- Your current résumé, including two recent referees with a thorough knowledge of your work performance and conduct within the previous two years.
- A two-page statement outlining your suitability for this role by addressing the **Assessment criteria**. Shortlisting and selection will be based on these selection criteria.

Submit your application via email direct to Andrea Hughes, Marketing & Communication Manager, Queensland Museum Network at andrea.hughes@qm.qld.gov.au

If you are unable to apply via email please contact Andrea Hughes on 07 47260 643 or 0497 347 117 about alternative arrangements.

FURTHER ENQUIRIES

You may wish to access further information regarding Queensland Museum Network on our website, which is located at www.qm.qld.gov.au.

We are committed to building inclusive cultures at Queensland Museum Network that respect and promote human rights and diversity.

Reasonable Adjustment: All applicants are encouraged to advise the panel of any additional support or reasonable adjustments (i.e. building access, wheelchair access, interpreting services etc.) required during the recruitment process in order to ensure they can demonstrate their ability to meet the inherent requirements of the role.

Pre-employment checks will occur prior to any offer of employment being made. Checks may include:

- Referees
 - Proof of eligibility for appointment (i.e. residency/citizenship status)
 - Criminal history
 - Qualifications – the panel will need to sight your qualifications (mandatory requirements only).
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