

JOB DESCRIPTION

Date:	18 December 2018
Job Title:	Communications & Events Manager (part time – 25 hours per week)
Responsible to:	Executive Director
Responsible for:	–
Key Relationships:	Executive Director Administration Manager Chair, Museums Aotearoa Board Museums Aotearoa Board members Museums Aotearoa individual, museum and associate members Contract and Casual Staff External stakeholders and agencies

Overview

Museums Aotearoa was established in 1998, through the merger of Museum Directors Federation (MDF) and Museums Association of Aotearoa New Zealand (MAANZ). Both organisations' origins lay within the former Art Galleries and Museum Association of New Zealand (AGMANZ), which was founded just after the end of the Second World War.

The organisation is a membership-based group. All public museums, arts galleries, science centres, marae-based museums are eligible for membership and all museum workers are also entitled to become members. Three specific categories of membership apply: Museum, Individual and Associate.

Museums Aotearoa is governed by a Board who are elected at the annual meeting of the organisation with three members being elected by institutional member organisations, two by individual members and one by the kaitiaki Maori members. The Board elects its own Chair and deputy Chair, and appoints an Executive Director to manage its ongoing business.

Museums Aotearoa has a permanent staff of three (2.2 FTE), supplemented by contractors and occasional fixed term project workers. The organisation exists to support its members and the wider museum sector by:

- advocating for the sector
- nurturing excellence in professional standards for both individuals and institutions
- promoting a code of ethics for the profession
- promoting and facilitating sector co-ordination and information and skill sharing
- supporting collegial networks across the sector
- providing information and advice to members
- organising regular sector conferences and the annual general meeting
- collecting and analysing benchmark statistics
- acting as a conduit for international museum organisations

The Executive Director has responsibility for strategy, advocacy and developing relationships. The Communications & Events Manager is responsible for developing and implementing communication strategies for members, stakeholders and key influencers, and membership support. The Administration Manager is responsible for office administration and business continuity.

The position would suit a person with strong communication skills wishing to develop a career in museums and galleries or related fields.

1. Job Purpose

The position of Communication & Events Manager exists to:

- develop and implement communication strategies for members, stakeholders and key influencers
- manage the organisation's communications channels
- work with host committees to plan and deliver the annual MA conference
- actively contribute to the delivery of other MA activities including annual visitor survey

2. Key Output Areas

The following key output areas represent the responsibilities of the Communications & Events Manager and from these, agreed performance standards will be established and monitored:

Communications

- lead a project to review, refresh and maintain the MA website, alongside other staff and contractors
- create and deliver communications plans that support MA's key initiatives and objectives
- prepare and supervise the production of other MA publications e.g. *Museums Aotearoa Quarterly*, brochures, reports
- manage the MA email information service
- maintain the MA website and social media channels (currently Facebook and Twitter)
- continuously improve the value of MA communications, including revenue-generating opportunities

Events

- coordinate annual conference with host committees and other stakeholders
- coordinate the annual National Visitor Survey
- plan and deliver a variety of networking events, hui and workshops as agreed in line with MA strategic priorities
- assist the Executive Director in all aspects of organising other MA activities

Membership

- keep accurate membership records including the maintenance of an electronic database of members and membership lists (working with the Administration Manager)
- create close working relationships with communicators in member organisations
- contribute to the development of the organisation's membership services strategy
- survey members periodically about their views on the effectiveness of MA communications

Advocacy

- support the Executive Director in advocacy activities
- provide advice and guidance to members in grass root and specific advocacy activities
- enhance relationships between MA and media, government, local government and other agencies

Professional Development undertaken

- keep up to date with professional information and literature
- attend and contribute to relevant personal development opportunities
- participate in relevant training opportunities
- represent MA at external events as required

The key outputs and activities above represent the responsibilities of the job holder. From these, agreed performance standards will be established and monitored through the Performance Planning and Review Process. These key outputs are not exhaustive. They reflect the current environment and it is recognised that they will be subject to variation dependent on internal and external change.

3. Skills Profile

The following job competencies, qualifications and experience represent an ideal applicant. It is recognised that not all candidates will meet all criteria.

Job competencies

Knowledge:

- skills in communications and marketing including writing for a range of audiences and contexts
- good working knowledge of current business systems including computer networks, Microsoft Office programmes, telephone, email, etc
- experience with website publishing and online databases
- working knowledge and experience of budget management
- a level of fluency in te reo Māori is desirable

Personal skills:

- excellent communication skills
- budget competency
- ability to think logically
- ability to work unsupervised
- proven problem solving skills
- excellent computer skills, including troubleshooting
- an eye for detail

Behaviour:

- enthusiastic, self-motivated, flexible, receptive to ideas, polite, patient
- social skills appropriate to establishing relationships both within and outside the organisation
- cultural sensitivity and a working understanding of tikanga Māori
- a high level of efficiency and self organisation
- personal integrity necessary to establish long term credibility and trust
- trustworthy, reliable and aware of confidentiality
- ability to work under pressure
- ability to work in a small team
- a keen interest in museums and art galleries and the wider cultural sector

Qualifications:

- a good level of education is essential (relevant tertiary qualification preferred)
- formal qualifications in a field directly relevant to MA's areas of endeavour an advantage (e.g. journalism, museum studies, tourism, public policy)

Experience:

- experience working in an communications or related position
- experience in museums/galleries and/or membership organisation would be an advantage
- experience in website development, design or graphics would be an advantage

4. Training and Development

The Communications & Membership Manager will be given the opportunity to participate in appropriate training and development opportunities.

Training will be available in software applications or other specific areas to a suitable candidate who meets other job requirements.