

Position application pack

Position title: Executive Level 1

Communications Manager

Contact officer: Kylie Simmonds

email: Kylie.Simmonds@nma.gov.au, phone: 0488 957 304

If you are deaf, hearing or speech impaired,
you can contact us through the National Relay Service,
TTY call 133 677, Speak and Listen 1300 555 727.

Position description: Executive Level 1 Communications Manager

Who we are

The National Museum of Australia is recognised at home and around the world as the place where the story of Australia comes alive. The Museum is the only institution equipped to tell the complex and comprehensive story of Australia from 65,000 years ago to the present day. The story of Australia is a remarkable one, from the ancient and enduring histories of the world's oldest living cultures to the achievements of modern Australia. It is a story that is ever evolving and growing – and it is a story for a nation and for the world.

A snapshot of the Museum



\$70m
annual operating
budget



275
employees



250k+
items in the
collection



650k+
visitors onsite
each year



4m+
national and global
visitors to our touring
exhibitions to date



5m+
visitors online
each year



7m+
visitor engagements
each year

Our vision and mission

- The Museum inspires, challenges and empowers people to find their voice and place in the world.
- We strive to build a just and equitable society that honours and respects the First Nations peoples of this continent and all who have come after.
- We collect, document, research and make accessible heritage collections that represent the diversity of experience in Australia.
- We engage with audiences physically and digitally to promote learning, dialogue and debate about our past, present and future.

- We promote collaborative work across the breadth of artistic and creative practice to enhance the cultural life of our nation.
- We value and respect the commitment and contribution of all who participate in and contribute to the Museum's community.
- The National Museum of Australia brings to life the rich and diverse stories of Australia through compelling objects, ideas and events.

For more information, visit the [website](#).

Our employee commitment

We are dedicated to cultivating a workplace environment where every individual feels valued, connected and empowered to contribute to our collective purpose. Our commitment is to foster a workplace culture that embodies diversity, equity and inclusion. This commitment extends to implementing equitable recruitment practices and making reasonable adjustments to accommodate diverse needs. By embracing the unique perspectives and experiences of every individual, we enrich our organisation and better serve our audiences and communities.

The Museum offers employees a rewarding and purpose-driven experience. We provide meaningful work, diverse learning opportunities, an inclusive community, flexible arrangements and competitive conditions to support our employees in thriving personally and professionally while making a positive impact on Australia's future.

Position:	Communications Manager
APS classification:	EL 1
Employment type:	Ongoing
Division:	Office of the Director
Business unit:	Communications, Marketing and Public Affairs
Reports to:	Head of Public Affairs
Direct reports:	1 Social Media Manager
Location:	Acton, ACT
Security clearance:	National Police Check

Division purpose

The Office of the Director is the strategic hub of the organisation, providing leadership, direction, and support for the effective implementation of the Museum's mission and vision. Comprising the Director, Executive, external relations and public affairs staff, the Office of the Director is tasked with setting the Museum's overall strategic direction, building relationships with key stakeholders and policy makers and strategically shaping the Museum's external image. With an emphasis on collaboration, innovation, excellence, and strategic external relations, the Office of the Director cultivates a culture of accountability,

transparency, and continuous improvement across all divisions to deliver the Museum's commitment to engaging and inspiring audiences, preserving, and sharing Australia's cultural heritage.

Business unit purpose

Situated in the Office of the Director and reporting to the Head of Public Affairs, the Public Affairs unit provides trusted and strategic communications leadership, proactively seeking media and social media opportunities to build the Museum's profile. The unit strategically and proactively identifies and pitches story ideas to media, across diverse online and traditional media platforms nationally. The unit oversees the Museum's social media channels, crafting compelling content to engage and grow the Museum's online audiences. The unit safeguards the Museum's reputation and manages issues with professionalism and agility. By fostering meaningful relationships, leveraging strategic communications, and seeking promotional opportunities across the Museum's work and programs, the Public Affairs team aims to strengthen the Museum's profile, influence, and impact nationally and globally, underpinning the organisation's reputation as a world's best-practice cultural institution.

Role purpose

The Museum has an exciting opportunity for a communications professional to join Public Affairs, Office of the Director as an EL1 Communications Manager, to manage the Media & Communications work and oversee the Social Media team.

Key accountabilities

This position supports the Office of the Director in the development, coordination and delivery of media, social media and communications activities.

Working with the Head of Public Affairs you will:

Provide Strategic Media Advice: Offer trusted high-level communications guidance to Head Public Affairs and business units including ability to manage complex media issues and cultural sensitivities

Manage the Museum's Image: Write and execute media and social media plans that enhance public understanding of the Museum's work

Media Relations and Briefings: Write media releases, talking points, and background documents reflecting key messaging

Identify and Leverage Media Opportunities: Strong understanding of the media landscape and ability to proactively identify and pursue media and social media opportunities to promote the Museum's work and achievements

Oversee Social Media Engagement: Manage a high-performing social media team to deliver strategic, coordinated communications campaigns that reinforce the Museum's reputation.

Content Creation: Create compelling narratives and engaging content for media and social media that resonate with key audiences.

Media Training and Support: Provide media training to staff, ensuring they are prepared for interviews and public appearances.

Commitment to Work Health and Safety (WH&S): Actively support a positive safety culture, following the Museum's WHS policies and procedures, and complying with reasonable instructions to ensure alignment with the Work Health and Safety Act 2011.

Skills, experience and qualifications

Essential

- Significant experience in communications, media, journalism, public affairs or related fields within complex, high-profile and stakeholder environments.
- Strong media contacts and a track record of providing trusted media and social media communications guidance at a senior level including risk management.
- Strong writing, editing, and proofreading skills for media and social media channels including media releases and talking points.
- Demonstrated ability to write and successfully implement communications strategies and communications plans utilising both traditional media and social media.
- Self-motivated and works proactively to identify possible media and social media opportunities/stories and successfully realises publication of these opportunities/stories.
- Experience in managing and mentoring high performing teams in a fast-paced environment with tight deadlines and competing priorities
- Proficient with Microsoft 365 Suite (Word, PowerPoint, Teams, SharePoint), Social media management tools, Analytics and reporting tools. Graphic design platforms such as Canva or Adobe Creative Suite would be an advantage.

Desirable

- Experience working in a creative environment advantageous or desirable.

Mandatory core capabilities

Positions at the Museum are assessed in accordance with the Australian Public Service Commission Role Evaluation Framework. The occupant of this position is expected to demonstrate the capabilities, skills and knowledge, and adhere to all relevant aspects and standards described by the:

- [Work Level Standards](#)
- [Integrated Leadership System Capabilities](#)
- [APS Values and Code of Conduct](#)
- [APS Legislative Framework](#)

The Museum also expects all employees to display professional capabilities, as relevant to their position and classification, in accordance with our Workplace values:

Leadership

Demonstrate leadership in how programs are delivered, striving to create a new benchmark in excellence.

Collaboration and connection

Work together to create a culture where collaboration across business units is seamless to delivering the shared vision.

Courage and innovation

Be bold and decisive, embrace challenges and opportunities, and actively seek ways to continually improve and streamline our services for the benefit of the whole Museum.

Agility and resilience

Embrace and respond to change as a normal part of our working environment.

Respect and integrity

Display respect and integrity when working together, embracing the APS values of being committed to service, accountable, respectful, ethical and impartial.

Eligibility

To be eligible to apply for this vacancy, applicants must:

- be an Australian citizen
- undergo pre-employment checks, including a police record check
- hold or be eligible to hold a security clearance at the level specified in the position description.

The National Museum of Australia is an equal employment opportunity workplace. Aboriginal and Torres Strait Islander people and those from culturally diverse backgrounds are encouraged to apply for roles at the Museum.

RecruitAbility applies to this vacancy. Under RecruitAbility you will be invited to participate in further assessment activity for the vacancy if you choose to apply under RecruitAbility; declare you have a disability; and meet the minimum requirements for the position.

The Museum is committed to ensuring a child-safe and child-friendly environment. All employees are expected to demonstrate a commitment to, and support for, these principles, in theory and practice.

To apply

Applicants must include a 2 page pitch addressing their suitability for the role against the essential and desirable Skills, experience and qualifications. Applicants must also provide a resume and contact details for 2 referees.

Visit <https://www.nma.gov.au/about/employment> and apply online.

Applications close 11:59pm, Friday 2 October 2026.

Reasonable adjustments are available throughout the recruitment process. If you require, or would like to discuss reasonable adjustments, please contact the Contact Officer for this position.