

Position application pack

Position title: Executive Level 1 Audience
Marketing Manager

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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: EL1 Audience Marketing 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:	Audience Marketing Manager
APS classification:	Executive Level 1
Employment type:	Non-ongoing with the possibility of ongoing
Division:	Growth and Engagement
Business unit:	Creative Content
Reports to:	Head of Creative Content
Direct reports:	3
Location:	Acton, ACT
Security clearance:	Police Check

Division purpose

The Growth and Engagement Division is pivotal in advancing the Museum's growth and commercial strategies, driving innovation in audience engagement through digital channels, retail, tourism, partnerships and philanthropy. This division is instrumental in ensuring the Museum's financial sustainability and supporting its future development.

By expanding the Museum's reach both domestically and internationally, the division aligns with the Museum's mission to connect diverse audiences and promote cross-cultural dialogue. Its efforts are central to enhancing the Museum's visibility, fostering meaningful connections and securing its long-term success.

Business unit purpose

The Creative Content business unit is dedicated to shaping and enhancing the Museum's brand identity, driving strategic marketing initiatives, building audience engagement and fostering meaningful connections with diverse audiences. By integrating marketing, media, publishing, editing, design functions and digital content production, the unit aims to deliver compelling experiences and content that inspire engagement, foster loyalty and amplify the Museum's impact. Through innovative storytelling, creative content development across multiple platforms, strategic communication strategies and cutting-edge digital initiatives, the Creative Content unit strives to enrich the visitor experience, to promote engagement with Australia's rich history and culture to advance the Museum's brand and enable the organisation to connect with audiences across Australia and worldwide.

Role purpose

We are seeking a high performing, strategic and data-driven Audience Marketing Manager to define, grow, engage and retain key audiences and segments nationally and internationally. This role is pivotal in ensuring our marketing efforts are highly targeted, relevant and impactful, ultimately driving higher engagement, conversion and loyalty. You will be the expert on *who* we are talking to and *why* they should care.

Key accountabilities

- Own the creation, maintenance, and refinement of detailed audience personas and segmentation strategies across the customer lifecycle (acquisition, activation and retention) to build audience lifetime value.
- Conduct in-depth market research, competitive analysis, and internal data analysis to uncover deep audience insights, pain points, motivations, and behaviours.
- Day to day management of the Marketing Team and budget to ensure high quality work is delivered on time and on budget
- Developing and implementing strategic and impacting marketing campaigns for always-on paid digital marketing, public programs and other Museum activities. This includes creative campaign development, digital and traditional marketing integration and optimisation, production of marketing materials, and stakeholder management.
- Develop a new and compelling audience lifetime value program that creates a relationship between key audience segments and the Museum – deepening engagement over time.
- Working with the Museum's commercial and programs team to develop and deploy value added benefits that respond to and amplify, audience behaviours.
- Managing integrity and application of the Museum's brand and ensuring that the Museum's brand is reflected in all marketing activities

- Working closely and liaising effectively with the Media Liaison Coordinator, Social Media Coordinator and other business units within the Museum, and external partners and stakeholders to leverage the best outcomes from marketing strategies
- Assisting with audience research, visitor number analysis and campaign evaluation to inform the Museum's continuous brand growth
- Demonstrate a strong commitment to Work Health and Safety (WH&S) by actively supporting 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:

- Demonstrated experience in the development, management and delivery of integrated marketing programs including:
 - performance-based marketing that is strategic and data-driven
 - Acquisition, growth and retention marketing strategies
 - brand management
 - creative campaign development
 - digital and traditional media campaign deployment and integration
 - print production
 - media buying
 - direct marketing
- Demonstrated experience in developing and delivering successful creative marketing campaigns that reach new audiences in innovative ways
- Demonstrated experience in managing a team of marketing professionals, prioritising workloads, managing a significant budget and liaising with internal and external stakeholders
- Demonstrated ability to negotiate partnerships to leverage marketing campaigns to reach broader audiences
- Demonstrated high-level analytical skills with the ability to analyse and report on marketing results and audience research.
- Demonstrated experience as a flexible and highly organised multi-tasker, with the ability to work in a fast-paced and unpredictable environment, to both long and short deadlines.

Desirable:

- High level marketing experience in the arts, cultural or services sector.
- Building and activating consumer customer bases.

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 at 11:59pm, Wednesday 30 September 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.