

Position application pack

Position title: Tourism Officer

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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: Tourism Officer

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:	Tourism Officer
APS classification:	APS Level 4
Employment type:	Full-time, Ongoing
Division:	Growth and Engagement
Business unit:	Commercial
Reports to:	APS Level 6 - Tourism Partnerships Coordinator
Direct reports:	Nil
Location:	Acton, ACT
Security clearance:	National police history check (NPHC)

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 Commercial business unit is dedicated to driving revenue generation and enhancing visitor experiences at the Museum. Through strategic management of retail operations, venue services, and tourism partnerships, the unit aims to maximise commercial opportunities while delivering exceptional customer service. By fostering innovation and collaboration, the unit contributes to the financial sustainability of the Museum and enriches visitor engagement.

Role purpose

The Tourism Partnerships team works to further the Museum's share of the domestic and international tourism market by developing new engagement strategies, markets, products and services. The team is also responsible for developing and maintaining strong relationships with relevant industry sectors in the ACT, Australia and overseas.

The Tourism Officer is responsible for the efficient administration of the Museum's Tourism program. The role also contributes to key Commercial projects and promotional activities as directed by the Tourism Partnerships Coordinator, as well as building and maintaining relationships with internal and industry stakeholders.

Key accountabilities

- Coordinate and carry out all day-to-day administration for the Tourism team, including reviewing and responding to email and phone correspondence, managing shared inboxes, maintaining sales and product inventory, documenting partnership / advertising opportunities, record keeping and processing invoices.
- Responding to stakeholder product enquiries and orders using the Museum systems, following policies and procedures, including processing orders for wholesale tickets and tours, customer assistance and financial processing.
- Administration of the tourism database, including data entry, management of stakeholder records using the Tessitura CRM and oversight of constituent data integrity.
- Administering systems to collect, collate and report on data using attention to detail, and contributing to team-wide reporting.
- Supporting the Tourism Partnerships Coordinator with administration of projects, systems and processes to ensure timely delivery; and contributing to project evaluation and reporting.
- Coordinating and publishing ongoing clear and concise communications with tourism trade via e-communications, and monitoring and updating tourism content on internal and external websites.

- Event planning and administration, such as tourism familiarisations, working closely with internal and external stakeholders to coordinate and manage attendee lists, venue bookings, catering and itineraries.
- Representation and promotion of the Museum at internal and external meetings and events; including engaging with stakeholders and supporting the Tourism Partnerships Coordinator as required.
- Contribution to the achievement of business unit targets through applying initiative, responding to change flexibly, and prioritising tasks to complete work within defined timeframes.
- Administration of requirements for tourism trade shows, including post-event follow-up administration and reporting.
- Provide administrative and research support, assisting with budget processes, and monitoring sales activities.

Skills, experience and qualifications

Essential:

- Well-developed administration and organisational skills with attention to detail and an ability to plan workload to consistently meet deadlines.
- Demonstrated database and system administration skills, with an ability to draw on multiple sources to formulate reports and analyse data.
- Strong communication and interpersonal skills with the ability to manage stakeholder relationships and effectively represent the Museum both internally and externally.
- Demonstrated understanding of WHS regulations, policies and frameworks or ability to acquire quickly.
- Proactive approach to identifying areas of improvement to enhance processes.

Desirable:

- Demonstrated commercial, events and/or tourism-based knowledge and experience.

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 an 800-word 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.

Applications close at 11.59pm Sunday, 18 May 2025.

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

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.