



OUR VISION: To be the “must experience” museum that uses past, present and future Kiwi technology and ingenuity to educate and inspire the innovators of tomorrow.

- KIA WHAKATŌMURI TE HAERE WHAKAMUA -

Position: Digital Engagement Producer

Reports to: Digital Engagement Manager

PURPOSE OF THE ROLE

The Digital Engagement Producer carries out digital content planning, production, and project management on a wide variety of digital projects across MOTAT. The Digital Engagement Producer assists the Digital Engagement Manager and works with the wider MOTAT Team to deliver the digital roadmap, as determined by the Digital Strategy. Through a highly proactive and collaborative approach the Digital Engagement Producer will enable the development of digital content and experiences that inform and delight the MOTAT audience.

RESPONSIBILITIES

- Assist the Digital Engagement Manager to identify, plan, and execute digital projects across MOTAT.
- Manage ongoing updates to the MOTAT website(s), including all related supplier relationships.
- Develop and project manage both online and onsite digital projects.
- Gather data, analyse, and report on Digital Engagement outcomes using Google Analytics, Dexibit, and other research systems.
- Coordinate the Content Team to produce and manage digital content production for multiple digital channels.
- Manage day-to-day relationships with digital suppliers.
- Work within a cross-organisation team to coordinate the transformation of MOTAT’s social media presence.
- Work with Education to assist in the development of digital education resources and experiences.
- Work with the External Relations team, in particular in relation to the production of digital content for website and social media.
- Work with Exhibitions to assist with the development of digital experiences within exhibitions.
- Work with ICT to deliver successful digital project outcomes in line with ICT policy and processes.
- Work with Public Programmes to identify and execute digital experiences around public programmes including outreach.
- Work with Collections to identify and develop digital experiences and content opportunities.
- Complete financial and administrative tasks, as required by the Digital Engagement Manager.
- Follow all museum policies and procedures including but not limited to Health & Safety and the Museums Aotearoa Code of Ethics.
- Undertake any other reasonable duties as may be required from time-to-time to ensure that MOTAT’s business objectives are met.

KEY PERFORMANCE INDICATORS

- Develop a regular monthly reporting solution for Museum wide distribution of audience metrics.
- Contribute to an increase in audience growth on digital channels in line with annual targets.
- Contribute to an increase in digital content production in line with annual targets.
- Timely delivery of all projects as relevant to this position.

KEY RELATIONSHIPS / DELEGATED AUTHORITY

Responsible for: Nil

Internal Liaison: Exhibitions Project manager, Visitor Experience Manager, Senior Communications Advisor, Senior Marketing Advisor, ICT Manager, Museum Experience Hub, wider MOTAT Team

External Liaison: Suppliers, Partners, GLAM Sector Organisations, Professional Associations

BUDGETARY AUTHORITIES

Nil

SKILLS & EXPERIENCE

- Minimum 5 years digital production and content production experience.
- Excellent digital project management skills.
- Experience with UX design process and best practise.
- Experience with new website design, development, and project management.
- High level of familiarity with content management systems and SAAS.
- Experience with analytics and data.
- A high level of comfort and skill dealing with social media and other online content platforms.
- Good levels of both written and verbal skills.
- Experience with GLAM, tourism or educational organisations desirable, but not required.
- Strong interpersonal skills with a demonstrated ability to relate to people at all levels and an ability to develop positive working relationships.
- Strong administrative and time management skills.
- Skilled in handling changing and competing demands on time.

OUR VALUES

Ō MĀTUA UARA

Innovation We will be courageous and try new things.

Collaboration We will work as a team that respects and supports others.

Integrity We will act ethically and with respect and transparency.

Sustainability We will foster knowledge and promote technology that is beneficial to our community.

This document covers the broad results expected from the position and will form the basis of specific objectives to be agreed and reviewed on a regular basis.