

POSITION DESCRIPTION

Position Title: Digital Experience Producer	Reports To: Digital Experience Manager
Department: Technology & Digital	Direct Reports: None
Job Status: Permanent	Date: December 2021

Job Purpose:

The Digital Experience Producer has two main responsibilities:

- Plan and deliver engaging, innovative and world-class digital experiences for Auckland Museum's audiences
- Engage with internal and external stakeholders to promote best practice in transformative digital experience development

Job Context:

Auckland War Memorial Museum's published 20-year Future Museum strategy spans across all the dimensions in which the Museum operates. United in its purpose to increase its accessibility to the public, more Aucklanders than ever are engaging with their Museum onsite, offsite and online.

The Museum's Technology & Digital strategy is vital to the success of the Museum's Masterplan. It sets out key principals that guide the increased access to the Museum's collections and delivery of compelling visitor experiences. Like the Museum itself, the strategy is audience-focused and collections-led.

The Museum is at an exciting time of renewal and is implementing its Technology & Digital strategy to build on the foundations that have already been established, we see the potential that an increasingly digital world presents and aim to inspire memorable, meaningful, and sharable encounters to create a 21st century Museum experience.

Relationships

- Various internal and external stakeholders as required.

Key Tasks and Expected Results:

Digital advocacy and innovation

The Digital Experience team leads, nurtures and encourages an environment of innovation, creativity and collaboration. The Digital Experience Producer plays an important role in ensuring the successful delivery of the Museum's transformative strategies through extensive stakeholder engagement

- Understand and advocate for the Museum's goals as described in Future Museum, the Technology & Digital strategy and other related strategies
- Ensure the Museum digital experiences cater to the needs of their audiences - inspiring deep engagement, transformative learning, active participation and repeat visitation (physical and virtual)

- Collaborate with colleagues at every level of the Museum to ensure its digital experiences are world-class, innovative and consistent with the Technology & Digital Strategy
- Partner with external organisations to identify and deliver co-development opportunities
- Keep up to date with national and international trends relevant to the use of digital technologies in the cultural tourism sector

Digital experience delivery

The Digital Experience Producer applies creative thinking, industry experience and evidence from robust evaluations to ensure all digital products meet user needs and support organisational goals.

- Understand audience engagement needs and seek appropriate digital solutions
- Conduct workshops and presentations to infuse best practice within the Museum's workflows and digital offerings
- Support the design and delivery of new digital products in collaboration with the Visitor and Market Research team regarding user testing/audience research (during development) and evaluation/audience research (post-implementation)
- Support the Digital Experience Manager in the design and delivery of exceptional digital experiences in the Future Museum programme, particularly Gallery Renewal, Exhibitions and Gallery Improvements
- In collaboration with the ICT, Digital Studio, and Audio-Visual teams, assist in the procurement and deployment of new digital technologies that ensure flexible use, ROI and interoperability with the Museum's technical infrastructure and delivery channels
- Develop detailed briefs, concepts and Quality Assurance measures in collaboration with suppliers
- Work with Exhibitions teams to develop digital experience opportunities and support the creation of related work proposals and concepts

Programme management

The Digital Experience Producers work as a team to shape the user experience design and delivery of world-class digital interactive and mobile experiences.

- Ensure the appropriate tools, templates and processes are in place for the effective management of digital programmes
- Ensure lifecycle management and roadmaps are in place for digital products
- Support the development of annual capital and operational work programmes - with key deliverables and measurable outcomes
- Identify opportunities to create new digital experiences, undertake new technology trials and create compelling work proposals and concepts with a focus on re-use and adaptability
- Manage and direct outputs of contracted suppliers

Project management and reporting

The Digital Experience Producer can be involved in a number of different projects at any given time – from pitching concepts at the start to leading assigned initiatives whilst being an important project team member.

- Apply good project and supplier management skills – ensure creative solutions are strategically sound, that deliverables are of a high quality and provided on time and on budget
- Monitor the digital success measures described in the team’s capital or operational plans - reporting on uptake, effectiveness, and impact to propose necessary modifications and/or opportunities for improvement

Digital Capability

- Uses best practice knowledge of digital solutions for the creation, retention and distribution of digital content and assets, making them searchable, shareable, usable, and relevant across multiple digital channels

Develop self for current and future employment.

- Knowledge and skills are developed and maintained for competent performance of current position.
- A personal development plan is developed and maintained

Ensure a healthy and safe work environment

- Understand and exercise health & safety responsibility according to health & safety legislation.
- Understand and adhere to emergency and evacuation procedures.
- Participate in annual health and safety audit of work.
- Identify and report hazards, consistent with Museum policy and procedures.

Cultural awareness

- Proactive awareness and engagement with a wide range of cultures and associated protocol and traditions within Auckland, with particular reference to the Māori Dimension (He Kōrahi Māori) and Pacific Dimension (Teu le Vā);
- Understand and demonstrate the principles and practice of the Treaty of Waitangi and the implications for the work of the Museum.
- Demonstrate a thorough understanding of the Museum’s specific obligations in Auckland’s cultural landscape in a post-Treaty Settlement era.

Skills, Knowledge and Competencies

- Experienced digital professional with a proven track record of success in a similar position
- Self-starter with a passion for unlocking the potential that digital presents
- Outstanding collaborator, innovator and communicator who can plan, identify and execute digital experiences that advance the Museum’s business goals and Technology & Digital Strategy
- Experience with Content Management systems
- Experience with digital technologies that enable interactive ‘story-telling’, collection enrichment, inquiry-based learning, virtual tours and immersive experiences, e.g.VR, AR, MR, projection mapping, 3D scanning and printing, BYOD experiences, etc
- Experience in development and implementation of digital products including testing plans, defining success criteria and interpreting analytics to demonstrate ROI
- Strong project management and problem-solving skills – with experience particularly in agile and design thinking practices

- Enthusiasm and passion for new digital technologies and innovation, balanced with the realities of matching project scope to budget and end-user needs
- Good understanding of user-centered design and accessibility best practice
- Holds a passion for dynamic Museums and for working in a complex environment
- There may be times you are asked to work flexible hours, including evenings, holidays and/or weekends to deliver digital departments requirements. These will be agreed as required.