

Position Description

Title:	Digital Platforms & Development Manager	Reports To:	Head of Technology & Digital
Directorate:	Public Experience	Direct Reports:	Two
Status:	Permanent 1.0 FTE	Date:	August 2022

About The Museum

Tāmaki Paenga Hira Auckland War Memorial Museum is New Zealand’s largest museum, caring for more than 4.5 million taonga. We are Auckland’s home of commemoration, New Zealand’s oldest research institution, an education facility, and a major tourism destination. We employ approximately 280 people and have over 300 volunteers who kindly donate their time to us.

We offer a rich and fulfilling work life where we embrace diversity and nurture our bicultural capability as demonstrated in our Teu le Vā and He Korahi Māori strategies. We also offer a great range of benefits such as flexible work and leave, Insurances, and an award-winning wellbeing programme.

Purpose & Context for the Role

The Digital Platforms & Development Manager sits within the Technology & Digital department and manages the team responsible for developing, delivering, and maintaining Tāmaki Paenga Hira Auckland War Memorial Museum’s engaging high quality onsite digital experience products and online platforms, including the Museum’s websites and CMS. This role requires team management, extensive stakeholder engagement, and ownership of the pipeline and processes for managing the Museum’s digital development requirements, supporting the objectives of our technology and business strategies.

The Museum’s Five-Year Strategic Plan and supporting Technology and Digital Strategy are vital to the realisation of the Museum’s future ambitions. These strategies include key principles 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.

We are about to embark on a multi-year journey to reimagine and reengineer our online and onsite capabilities and the Digital Platforms & Development Manager, working with their ICT and Digital Experience colleagues in the Technology & Digital department, as well as diverse stakeholders across the organisation will be instrumental in the formation and execution of this important programme.

Working with your team and the ICT and DX teams, you will take the lead role in developing the design and roadmap of the Museum digital platforms architecture. This architecture will be

composed of the systems that power the Museum’s products and services on the web and in the Museum including our content management and e-commerce platforms.

Your role will own the vision for this domain architecture as an integral and integrated element of our enterprise architecture (which is owned by the ICT Manager) and lead the development of the business requirements and procurement process both for systems and implementation partners. Your role will manage a small team responsible for developing and maintaining applications within the digital platforms domain and will establish an agile working process within the Digital Platforms team, with stakeholders and with partners, to enable our transformation programme to move at speed whilst delivering to business needs.

Above all else we are looking for people who believe in what we do and who we are, and can treat every colleague, customer or visitor with respect, courtesy, and honesty. We expect our staff to work flexibly and with enthusiasm. These are the qualities that make Auckland Museum such an extraordinary place to work. The Museum is a bicultural workplace with a pacific dimension and the person in this role will uphold the principles of He Korahi Māori and Teu Le Vā.

Accountabilities	
Key Tasks:	Key Activities:
Digital Leadership, Delivery, Advocacy, and Innovation	<ul style="list-style-type: none"> Responsible for working with colleagues and key stakeholders across the organisation to capture, manage and prioritise online and onsite digital initiatives within the digital product development roadmap, including the Auckland Museum website. Responsible for the development of in gallery digital products working alongside the Digital Experience Manager Identify opportunities for repurposing in gallery content for online channels and manage these as part of the digital product development roadmap. Collaborate with the internal and external teams to ensure the UX across digital channels and platforms is best practice and meets the needs of the Museum’s audiences. Manage development of website and in house digital products bug fixing and ticket logging process, template and form build, testing, SEO, analytics, accessibility, performance, and reporting. Provide advocacy and advice to colleagues on digital systems, including the Museum’s content management platforms. Support the integration of third-party software onto the Museum’s digital platforms. Review and ensure appropriate digital technologies are in place to achieve the Museum’s digital aspirations and interoperability with all of the Museum’s delivery channels – online, onsite and beyond our walls

<p>Technical Team Leadership</p>	<ul style="list-style-type: none"> • Line manage a small team of developers and content management platform specialists. • Lead, manage and motivate your staff, partners, and vendors in order to get the best out of them. • Identify and implement learning and development needs for both you and your team. • Build trust-based and effective relationships with the Head of Technology & Digital as well as your senior peers within the department, the ICT Manager and Digital Experience Manager. • Embed the Museum’s cultural expectations, values, and ways of working into the DNA of your team. • As required by the Head of Department recruit exceptional people to deliver exceptional outcomes. •
<p>Stakeholder Management</p>	<ul style="list-style-type: none"> • Build and maintain effective and enduring relationship with diverse stakeholders across the Museum. • Be available and present for your stakeholders. • Objectively prioritise stakeholder requirements and manage delivery and outcome expectations. • Provide regular and timely progress and status reports in order to keep your stakeholders informed.
<p>Project Management</p>	<ul style="list-style-type: none"> • Ensure that projects have clear goals and success criteria. • Analyse and evaluate services and projects on a regular basis, reporting to stakeholders where required. • At any one time, be actively specifying, managing, and making decisions on a high volume and wide range of web and digital developments, large and small. • Work to disseminate access to web analytics and data interpretation skills through the Museum • Apply excellent project and supplier management skills – ensure solutions are strategically sound and that deliverables are of a high quality • Demonstrate effective schedule and budget management.
<p>Process Development</p>	<ul style="list-style-type: none"> • Define, implement, and optimise the processes required for your team to be efficient and effective. • Contribute to the development of cross-functional process, policy and procedure. • Strive for operational excellence by adopting and living a continuous improvement approach.

Important Relationships

External:

- External contractors, vendors, and implementation partners
- Digital production agencies
- Subject matter experts
- Industry experts and advisors

Internal:

- Other Technology & Digital department teams
- Marketing, Brand & Customer Engagement department
- Commercial Department
- Collection Information & Access department
- Exhibitions department
- Learning & Public Programmes department
- Visitor Market Research team
- Other departments as required

Our Expectations of our People

Ensure a healthy and safe work environment

- Takes reasonable care of their own health and safety and ensures that their actions don't cause harm to themselves or others.
- Complies with any reasonable instructions, policies or procedures on how to work in a safe and healthy way.
- Understands and adheres to emergency and evacuation procedures.
- Speaks up about health and safety matters that could affect them or their workmates
- Actively participates in hazard identification and reporting
- Makes suggestions on how to improve health and safety at work.

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);
- Understands and demonstrates the principles and application of the Treaty of Waitangi and the implications for the work of the Museum.
- Demonstrates a thorough understanding of the Museum's specific obligations in Auckland's cultural landscape and actively contributes to its evolution from a colonial institution to a future museum.

Digital capability

- Almost every role at the Museum depends upon technology to fulfil its purpose, we also use technology to create, store, protect, use, and share our digital assets. All Museum workers are responsible for the appropriate use of technology, compliance with all cybersecurity instructions, and the wellbeing of our digital assets.

Develop self for current and future employment

- Knowledge and skills are developed and maintained for competent performance of current position.

He Waka Eke Noa – Values & Behaviours

He Waka Eke Noa describes our unique identity and how He Korahi Māori and Teu Le Vā underpin how we think, act, and feel as employees of Auckland Museum. It is a leadership competency framework which sets out how we lead, behave and work with each other, our visitors, and communities

- **Authentic** – Understanding our purpose, practicing our values, leading with our hearts
- **Customer Centred** – Creating memorable positive experiences for each other our audiences
- **Respectful** – Honouring each other, valuing our differences
- **Connected** – Connected to each other, our work, and our communities
- **Growth Mindset** – We treat challenges as opportunities

Core Competencies Required – Leading Others

Self-awareness

Creates a team culture of feedback and self-awareness. Is approachable, and actively listens to direct reports ensuring they feel heard

Connected

Role models collaboration, cooperation and a 'one museum' view.

Integrity

Practices what they preach, rewards behaviour aligned with shared organisational values and principles and disapproves of behaviour that isn't.

Manaaki

Role-models manaakitanga and teu le vā through the quality of service they deliver and by the care demonstrated to their colleagues, direct reports and manuhiri.

Resilience and Optimism

Remains calm and doesn't become defensive, keeps things in perspective for their people. Keeps a positive mental attitude when the going gets tough.

Authentic

Champions and enables team members to connect with the Museum's vision and goals delivering on our commitments to Te Tiriti Ō Waitangi, He Korahi Māori and Teu Le Vā.

Accountable

Takes personal responsibility, will tackle challenging issues and take a tough stand when required.

Inclusive

Respects that people are free to be themselves and express their identities

Generosity

Enables others to succeed by providing appropriate information, resources and autonomy. Actively seeks opportunities to encourage and develop their people.

Additional Competencies Required for this Role

Success in this role requires the following additional competencies.

Building effective teams (Collaboration)

- Avoids silos by collaborating with peers, setting unifying team goals, rewarding cooperation and celebrating collective success.
- Involves the right people in meetings and on projects.
- Demonstrates a "one-museum" approach by holding people to account for collaboration between teams and departments.
- Ensures their people are working cooperatively as ambassadors of the Museum internally and externally.
- Puts the good of the Museum over individual or functional area gains.

Customer Focus (Manaaki)

- Empowers their people to remove obstacles to great visitor experience.
- Remains audience-centred and encourages a customer service ethos across the organisation.
- Helps their team members to see that their roles are not a series of tasks and duties, but rather an integral part of creating value for communities.
- Role-models manaakitanga and teu le vā through the quality of services they deliver and by the care demonstrated to their colleagues, direct reports and manuhiri.

Managing Through Systems (Systems Thinking)

- Attributes failure to the system, not individuals, if problems occur.

Motivating Others (Accountable)

- Is visible to the team and present when visible.

Peer Relationships (Collaboration)

- Leads people to collaborative solutions, even when faced with problems and challenges.

Problem Solving (Curiosity)

- Models inquisitiveness by asking questions and genuinely listening to the responses.
- Demonstrates a willingness to consider others' views and acknowledges when they don't know the answer.

Skills & Experience Required for this Role

Success in this role requires the following foundations.

- Experienced digital professional with a proven track record of success in a similar position
- A proven history of creating, leading, and managing high performing, streamlined, efficient, productive teams
- Strong agile and waterfall project management skills
- 5+ years hands-on experience associated with enterprise content management,;
- Information Architecture (IA) development and analysis
- Search Engine Optimisation (SEO) and writing for the web
- Content Management Systems (CMS) – content production, publishing, and workflow
- Analytics, such as Google Analytics and Google Tag Manager
- Outstanding collaborator, innovator and communicator who can identify, execute, and maintain digital products and platforms that advance the Museum's business goals and digital strategy
- Holds a passion for dynamic Museums and for working in a cross-functional team environment
- Extensive problem-solving, organising and measurement development skills

Personal Attributes Required for this Role

Success in this role requires the following attributes.

- A flexible and dedicated problem solver.
- A true self-starter with a passion for unlocking the potential that digital presents.
- A real team player that knows how to lead.
- Highly self-motivated and directed.
- Excellent communications skills, both written and verbal essential.
- Focused on attention to detail and processes, getting things right and making continuous improvements.

- Highly immersed in digital technologies and curious about the potential of newer technologies.
- Somebody who enjoys challenges as well as having fun at work.

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