

## Position Description

Title:	Senior Interpretative Planner	Reports To:	Manager Interpretation and Development
Directorate:	Public Experience	Direct Reports:	Nil
Status:	Fixed-term 1.0 FTE (parental leave cover)	Date:	January 2025

### 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 300 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

This role is responsible for providing high-level leadership and support around content, interpretation, and audience advocacy in the implementation of new exhibitions and gallery improvements at Tāmaki Paenga Hira Auckland War Memorial Museum as part of an agreed exhibitions programme.

This will include:

- The development of significant exhibitions, galleries, and visitor experiences in line with the wider Museum strategic context and programme of work as directed
- Contributing to the development of policies and processes for exhibitions in liaison with colleagues
- Supporting and ensuring the application of best interpretative practise within exhibitions

At a project level, this role will also work closely with Project Managers, Interpretive Planners, Writers, and other staff working on the Exhibitions programme, to develop and deliver associated projects.

The role sits within the wider Public Experience Directorate and is responsible for the public offer onsite through gallery renewal, exhibitions, events, learning and work beyond the walls of the Museum. At a directorate level, relationships with Exhibitions, Collections and Research, Technology and Digital, and Learning and Public Programmes are key.

As a vital member of the Exhibitions team, the Senior Interpretive Planner will hold an important

role in the planning, development and delivery of content and interpretation for exhibitions and other visitor experiences across an agreed programme.

The role will provide input and leadership into the planning, development and delivery of content and interpretation for exhibitions and other visitor experiences working closely with the Interpretive Planning team, the Exhibitions project management team and the wider exhibitions team. Specifically, the role is responsible for leading, facilitating, coordinating and ensuring excellence, innovation and audience appropriateness in content and interpretative development for exhibitions in line with best industry practice.

The Senior Interpretive Planners performance and behaviour influences the perception of integrity and expertise within the museum and externally. They are expected to be proactive, professional and positive. A collaborative approach and superior interpersonal and communication skills are essential in dealing with diverse groups including project teams, across all tiers of the museum, the public and relevant communities.

The Museum is a bicultural workplace and the person in this role will uphold the principles of He Korahi Māori and Teu Le Vā.

## Accountabilities

Key Tasks:	Key Activities:
Exhibition Development & Content & Interpretation Support	<ul style="list-style-type: none"> <li>• Help set the direction and lead on content and interpretation development for exhibitions and visitor experiences, ensuring excellence, innovation and best practice at project level</li> <li>• Lead on the concept development phase of exhibitions projects working closely with the Curatorial colleagues and relevant staff across the Museum</li> <li>• Mentor and provide leadership to Interpretive Planners and Interpretive Planning Coordinator in their work across the exhibitions programme.</li> <li>• Advise on the identification and application of best interpretive practice by Interpretive Planners.</li> <li>• Contribute to the implementation, improvement, and evolution of the Visitor Experience Development Process.</li> <li>• Advise and participate in the implementation of the exhibitions programme and embedding of the principles He Korahi Māori and Teu Le Vā.</li> <li>• For specific projects:               <ul style="list-style-type: none"> <li>– Set the direction and lead on the development of content and interpretation for specific exhibitions and visitor experiences via a highly collaborative, team-based approach.</li> <li>– Lead the project team to develop concept, storylines, interpretative approach and relevant content for exhibition and other visitor experiences.</li> <li>– Collaborate with the Design Studio to develop highly engaging visitor experiences.</li> </ul> </li> </ul>

	<ul style="list-style-type: none"> <li>– Be responsible for the development of successful, high-quality exhibition interpretive approaches and their associated media (text, graphics, film, digital, physical interactives, etc.).</li> <li>– Produce appropriate exhibition development documentation and ensure distribution to internal and external stakeholders (including signoff documents, briefs, schedules, story maps, and other exhibition documentation as required).</li> <li>– Continually improve professional practice by trialling and evaluating interpretive approaches for galleries and other visitor experiences.</li> <li>– Identify, perform and/or facilitate any content research required for exhibitions and visitor experiences.</li> <li>– Ensure the implementation of principles of He Kōrahi Māori and Teu Le Vā in all aspects of exhibition and visitor experience development.</li> </ul>
Audiences	<ul style="list-style-type: none"> <li>• Advocate for the delivery of consistent, high-quality visitor experiences across exhibition projects and the wider museum.</li> <li>• Be the audience advocate in project planning in response to the audience needs and expectations.</li> <li>• Work closely with the Audience Impact and Research team to develop audience outcomes and research and evaluation opportunities.</li> <li>• Support and mentor Interpretive Planners to establish target audience and learning outcomes, and development of appropriate interpretive approaches in line with this.</li> <li>• For specific projects: <ul style="list-style-type: none"> <li>– Establish and develop visitor learning outcomes for exhibitions and visitor experiences.</li> <li>– Determine target audience for exhibitions and visitor experiences.</li> </ul> </li> </ul>
Collections & Research	<ul style="list-style-type: none"> <li>• Actively identify and facilitate key opportunities for maximising collections access by integrating museum collections and research into the Museum’s exhibitions and visitor experience.</li> <li>• Build partnerships with curators, collections managers, and other subject matter experts, across exhibition development.</li> </ul>
Organisational	<ul style="list-style-type: none"> <li>• Input and leadership as required across the Exhibitions programme.</li> <li>• Pro-actively identify and facilitate opportunities for achieving Auckland Museum strategic goals.</li> <li>• Contribute to the development of the Exhibitions programme, in particular working with colleagues across the Public Experience, Collections and Research and Toki Matarau directorate.</li> <li>• Input and provide expertise around audience advocacy and interpretation.</li> </ul>
People	<ul style="list-style-type: none"> <li>• Develop effective working relationships with colleagues who contribute to exhibition development and ensure their participation in project teams.</li> </ul>

	<ul style="list-style-type: none"> <li>• Develop effective working relationships with external groups; manage complex stakeholder and community relationships in a professional manner.</li> </ul>
Digital Capability	<ul style="list-style-type: none"> <li>• Uses best practice knowledge management processes for the creation, retention and distribution of digital content and assets, making them searchable, shareable, usable, and relevant across multiple digital channels.</li> </ul>

<b>Important Relationships</b>	
External:	
<ul style="list-style-type: none"> <li>• External contractors such as digital providers, 2D and 3D design contractors, filmmakers, subject experts and other creative practitioners</li> <li>• Co-development partners such as iwi and community groups, artists etc.</li> </ul>	
Internal:	
<ul style="list-style-type: none"> <li>• Head of Exhibitions</li> <li>• Manager Interpretive Planning and Development</li> <li>• Interpretive Planners</li> <li>• Writers and Editors</li> <li>• Manager – Project Manager</li> <li>• Manager – Production Services</li> <li>• Design Studio Manager</li> <li>• Tour Manager</li> <li>• Exhibition Project Managers</li> <li>• Production Managers</li> <li>• 2D and 3D Designers</li> <li>• Curatorial personnel</li> <li>• Collections personnel</li> <li>• Conservation personnel</li> <li>• Learning and Public Programmes personnel</li> <li>• Digital Experience &amp; ICT personnel</li> <li>• Marketing and Communications personnel</li> <li>• Sponsorship personnel</li> <li>• Other HODs as necessary</li> </ul>	

<b>Our Expectations of our People</b>
<b>Ensure a healthy and safe work environment</b>
<ul style="list-style-type: none"> <li>• Takes reasonable care of their own health and safety and ensures that their actions don't cause harm to themselves or others.</li> <li>• Complies with any reasonable instructions, policies or procedures on how to work in a safe and healthy way.</li> <li>• Understands and adheres to emergency and evacuation procedures.</li> <li>• Speaks up about health and safety matters that could affect them or their workmates.</li> </ul>

- 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 and 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**

### **Generosity**

- Displays goodwill towards colleagues and assumes the best of them, letting it go with mistakes are made and giving people another chance.

### **Customer Centred**

- Is always ready to share with and help others, even if they need to go out of their way.

**Resilience and Optimism**

- Doesn't give up when faced with challenges; remains realistic, and hopeful.

**Connected**

- Exemplifies a mahi tahi approach and cooperates with others to benefit the whole

**Respectful**

- Is committed to divesting themselves of colonial views and interpretations of people and taonga, values indigenous work views and knowledge.

**Accountable**

- Holds themselves accountable for their performance, is open to feedback and asks for it.

**Inclusive**

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

**Additional Competencies Required for this Role**

Success in this role requires the following additional competencies.

**Creativity (Curiosity)**

- Engages deeply in their work, generates new ideas and shares those ideas with others.
- Broadens their networks to those who think differently but have the same goal.

**Customer Focus (Manaaki)**

- Relates well to all kinds of people and approaches tense situation by keeping the visitor experience in mind.

**Customer Focus (Connected to our mahi)**

- Connects with people by providing manaakitanga and excellent service.
- Understands the Museum's history, its vision for the future and how their work contributes to achieving it.
- Understands the Museum's obligations to tangata whenua and works in the spirit of partnership and goodwill envisaged by Te Tiriti o Waitangi.

**Drive for Results (Accountable)**

- Takes responsibility for their own performance, development and continuous improvement.

**Self-Development (Resilience & Optimism)**

- Steps out of the comfort zone and gives new things a try.
- Acknowledges and acts on blind spots pointed out to them by others; doesn't take work-related situations personally.

**Self-Knowledge (Inclusive)**

- Recognises the uniqueness of Pacific cultures and stories, the Museum's Teu Le Vā framework and adopts an advocacy role, on behalf of Pacific people, to lower barriers to engagement with the Museum.

- Is aware of their own biases and actively works to minimise their impact on decisions and interactions with others.
- Respectfully enquires of others first; seeks to understand others before seeking to be understood.
- Is committed to divesting themselves of colonial views and interpretations of people and taonga; values indigenous world views and knowledge.

### Skills & Experience Required for this Role

Success in this role requires the following foundations.

- Postgraduate or tertiary qualification in material culture, humanities, science, design, communication, or other relevant course of study.
  - A minimum of five years' experience in developing complex and high-cost exhibitions and galleries preferred.
  - Demonstrated experience of content and interpretative development for major exhibitions and galleries.
  - Have a clear understanding of visitor and market research as a developmental tool.
  - Strong organisational skills.
  - Strong ability to work collaboratively with others.
  - Experience of community collaboration, stakeholder liaison and range of partnership projects.
  - Sound business case and analysis skills.
  - Strong critical thinking and problem-solving skills.
  - Superior verbal and written communication skills.
  - Must be able to work flexible hours, including evenings, holidays and/or weekends.
  - Current Driver's Licence.

### Personal Attributes Required for this Role

Success in this role requires the following attributes.

- Holds a passion for dynamic museums and for working in a cross-functional team environment.

He Oranga Tangata ka ao  
Enriching lives. Inspiring discoveries