

# Role Description

## Creative Producer Adult Audiences



Cluster	Department of Enterprise, Investment & Trade
Department/Agency	Australian Museum
Division/Branch/Unit	Museum Experience & Engagement
Role number	50051725
Classification/Grade/Band	Clerk Grade 5/6
ANZSCO Code	249111
PCAT Code	1119192
Date of Approval	January 2026
Agency Website	<a href="https://australian.museum/">https://australian.museum/</a>

### Agency overview

Australian Museum (AM) is located on the homelands of the Gadigal. The AM acknowledges and pays respect to the Gadigal and Elders past and present, as the custodians of the land, sky and waterways.

The Australian Museum (AM) operates within the NSW Department of Creative Industries, Tourism, Hospitality & Sport, is the first museum in Australia and was founded in 1827. The AM provides access, engagement and scientific research to increase our understanding of natural history and culture, particularly of the Australasian region. The AM holds more than 22 million objects of biological, geological and cultural collections and develops programs, exhibitions and school and community education initiatives onsite, online and offsite

The AM mission is: *To ignite wonder, inspire debate and drive change.*

The AM vision is: *To be a leading voice for the richness of life, the Earth and culture in Australia and the Pacific. We commit to transform the conversation around climate change, the environment and wildlife conservation; be a strong advocate for First Nations' culture; and continue to develop world-leading science, collections, exhibitions and education programs.*

For more information, visit the [website](https://australian.museum/).

### Primary purpose of the role

The Creative Producer, Adult Audiences works to co-ordinate and produce a suite of high-quality, engaging, relatable programs and activities that bring the AM to life, amplifies our contribution to our understanding of the world, and embeds the AM seamlessly into Sydney's cultural landscape.

From talks, ideas and workshops to music, live performances and after-hours events, the role works alongside the AM's Public Programs team and AM staff to collaborate, develop and deliver innovative public programs and engagement activities which grow audience understanding of the AM's exhibitions, collections and research, and transforms conversation around climate change, the environment and wildlife conservation.

## Key accountabilities

- Research, plan, develop and deliver public programs and events for adult audiences using best-practice programming methodologies to support AM exhibitions, collections and research
- Research and engage with contemporary practitioners, talent, presenters and artists, to remain up to date with contemporary trends, and audience preferences to develop a strong collection of program opportunities
- Work closely with stakeholders including artists, practitioners, contractors and AM colleagues to ensure quality program and event delivery within specified timeframes
- Ensure all programs are accessible for diverse audiences and presented in a culturally appropriate manner
- Oversee and manage allocated projects to ensure that they are delivered on time and within budget
- Develop event management documentation (including contracts, schedules, run sheets, briefing documents and risk assessments) and processes to support project delivery, and comply with WHS and WWC legislation
- Evaluate and document project outcomes to inform the effective & efficient delivery of future programs

## Key challenges

- Developing innovative and accessible public programs that align with varied audience interests and the AM's strategic goals
- Creating a balanced and dynamic exhibition and public program that does not compromise individual or collective cultural integrity or the Museum's values, and meets the needs of divergent audiences
- Ability to work on several simultaneous projects and manage competing deadlines

## Key relationships

### Internal

Who	Why
Manager, Programming	Collaborate with in the development of Adult Programs; escalate issues and provide regular updates on program delivery and priorities; seek and receive guidance, direction, and feedback regarding work performance; ensure programs meet Programming strategic goals
Creative Producers	Collaborate with in the delivery of programs
Exhibitions team	Collaborate with to ensure Adult Programs are scheduled to complement the delivery of other Australian Museum exhibitions
Corporate Services and Events & Venues	Assist with logistics, booking, and preparation of venues and locations for program events
Visitor Experience team	Collaborate with in the delivery of programs
Partnerships and Development Teams	Collaborate with to ensure Australian Museum and sponsor requirements are aligned when developing Adult Programs
Marketing and Communications Team	Liaise with to ensure program content and marketing is aligned with the interests of target audience segments

### External

Who	Why
Event Contractors / Suppliers	Liaise with to ensure equipment and other event provisions are available as needed

External AM stakeholders, sponsors and partnerships	Maintain effective relationships and open channels of communication; exchange information and respond to stakeholder enquiries; liaise with to ensure sponsor requirements are being met through the design and implementation of programs
Speakers, Presenters, Artists and other potential Collaborators	Work with artists, guest curators to develop and deliver arts and cultural programming; liaise with to remain up-to-date on contemporary trends and areas of interest for audiences; develop and maintain effective working relationships that can be leveraged to develop program content and recruit program presenters

## Role dimensions

### Decision making

This role has autonomy and makes decisions under their direct control and refers to the team leader decisions that require significant change to outcomes or timeframes; are likely to escalate or require submission to a higher level of management. This role is accountable for the delivery of work assignments on time and to expectations in terms of quality, deliverables and outcomes.

### Reporting line

Manager, Programming

### Direct reports

Contractors

### Budget/Expenditure

N/A

## Key knowledge and experience

- Demonstrated experience in the arts and cultural sector including planning and delivery of a diverse range of programs, events and initiatives in a complex stakeholder environment with competing priorities
- Comprehensive knowledge of the arts and cultural sector, artists, performers and agencies
- Experience in working closely with artists, community groups and other stakeholders during project development, planning and presentation stages
- Effective relationship management with community, stakeholders and industry

## Essential requirements

- Relevant tertiary qualifications or equivalent experience in event management, science communication, or the arts and cultural sector
- Availability to work on weekends, public holidays and evenings when required.
- A valid NSW Working with Children clearance

## Capabilities for the role

The [NSW public sector capability framework](#) describes the capabilities (knowledge, skills and abilities) needed to perform a role. There are four main groups of capabilities: personal attributes, relationships, results and business enablers, with a fifth people management group of capabilities for roles with managerial responsibilities. These groups, combined with capabilities drawn from occupation-specific capability sets where relevant, work together to provide an understanding of the capabilities needed for the role.




The capabilities are separated into focus capabilities and complementary capabilities

## Focus capabilities

*Focus capabilities* are the capabilities considered the most important for effective performance of the role. These capabilities will be assessed at recruitment.

The focus capabilities for this role are shown below with a brief explanation of what each capability covers and the indicators describing the types of behaviours expected at each level.

## Focus capabilities

Capability group/sets	Capability name	Behavioural indicators	Level
 Personal Attributes	<b>Display Resilience and Courage</b> Be open and honest, prepared to express your views, and willing to accept and commit to change	<ul style="list-style-type: none"> <li>• Be flexible and adaptable and respond quickly when situations change</li> <li>• Offer own opinion and raise challenging issues</li> <li>• Listen when ideas are challenged and respond appropriately</li> <li>• Work through challenges</li> <li>• Remain calm and focused in challenging situations</li> </ul>	Intermediate
 Personal Attributes	<b>Manage Self</b> Show drive and motivation, an ability to self-reflect and a commitment to learning	<ul style="list-style-type: none"> <li>• Adapt existing skills to new situations</li> <li>• Show commitment to achieving work goals</li> <li>• Show awareness of own strengths and areas for growth, and develop and apply new skills</li> <li>• Seek feedback from colleagues and stakeholders</li> <li>• Stay motivated when tasks become difficult</li> </ul>	Intermediate
 Relationships	<b>Commit to Customer Service</b> Provide customer-focused services in line with public sector and organisational objectives	<ul style="list-style-type: none"> <li>• Take responsibility for delivering high-quality customer-focused services</li> <li>• Design processes and policies based on the customer's point of view and needs</li> <li>• Understand and measure what is important to customers</li> <li>• Use data and information to monitor and improve customer service delivery</li> <li>• Find opportunities to cooperate with internal and external stakeholders to improve outcomes for customers</li> <li>• Maintain relationships with key customers in area of expertise</li> <li>• Connect and collaborate with relevant customers within the community</li> </ul>	Adept

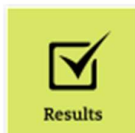


### Work Collaboratively

Collaborate with others and value their contribution

- Build a supportive and cooperative team environment
- Share information and learning across teams
- Acknowledge outcomes that were achieved by effective collaboration
- Engage other teams and units to share information and jointly solve issues and problems
- Support others in challenging situations
- Use collaboration tools, including digital technologies, to work with others

Intermediate

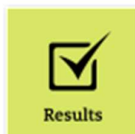


### Deliver Results

Achieve results through the efficient use of resources and a commitment to quality outcomes

- Use own and others' expertise to achieve outcomes, and take responsibility for delivering intended outcomes
- Make sure staff understand expected goals and acknowledge staff success in achieving these
- Identify resource needs and ensure goals are achieved within set budgets and deadlines
- Use business data to evaluate outcomes and inform continuous improvement
- Identify priorities that need to change and ensure the allocation of resources meets new business needs
- Ensure that the financial implications of changed priorities are explicit and budgeted for

Adept



### Plan and Prioritise

Plan to achieve priority outcomes and respond flexibly to changing circumstances

- Understand the team and unit objectives and align operational activities accordingly
- Initiate and develop team goals and plans, and use feedback to inform future planning
- Respond proactively to changing circumstances and adjust plans and schedules when necessary
- Consider the implications of immediate and longer-term organisational issues and how these might affect the achievement of team and unit goals
- Accommodate and respond with initiative to changing priorities and operating environments

Intermediate



## Project Management

Understand and apply effective planning, coordination and control methods










- Perform basic research and analysis to inform and support the achievement of project deliverables
- Contribute to developing project documentation and resource estimates
- Contribute to reviews of progress, outcomes and future improvements
- Identify and escalate possible variances from project plans

Intermediate

## Complementary capabilities

*Complementary capabilities* are also identified from the Capability Framework and relevant occupation-specific capability sets. They are important to identifying performance required for the role and development opportunities.

Note: capabilities listed as 'not essential' for this role are not relevant for recruitment purposes however may be relevant for future career development.

Capability group/sets	Capability name	Description	Level
	Act with Integrity	Be ethical and professional, and uphold and promote the public sector values	Intermediate
	Value Diversity and Inclusion	Demonstrate inclusive behaviour and show respect for diverse backgrounds, experiences and perspectives	Foundational
	Communicate Effectively	Communicate clearly, actively listen to others, and respond with understanding and respect	Intermediate
	Influence and Negotiate	Gain consensus and commitment from others, and resolve issues and conflicts	Intermediate
	Think and Solve Problems	Think, analyse and consider the broader context to develop practical solutions	Intermediate
	Demonstrate Accountability	Be proactive and responsible for own actions, and adhere to legislation, policy and guidelines	Intermediate
	Finance	Understand and apply financial processes to achieve value for money and minimise financial risk	Intermediate
	Technology	Understand and use available technologies to maximise efficiencies and effectiveness	Intermediate
	Procurement and Contract Management	Understand and apply procurement processes to ensure effective purchasing and contract performance	Foundational

