-Role Description

Tourism Manager

Role Description Fields	Details
Department/Agency	Australian Museum
Division/Branch/Unit	Department of Creative Industries, Tourism, Hospitality and Sport
Role number	51003146
Classification/Grade/Band	Clerk Grade 7/8
Senior executive work level standards	Not Applicable
OSCA Code	225113
PCAT Code	2339192
Date of Approval	11 November 2026
Agency Website	https://australian.museum/

Agency overview

Australian Museum (AM) is located on the homelands of the Gadigal people. The AM acknowledges and pays respect to the Gadigal people as the custodians of the land, sky and waterways, paying respect to Elders past and present.
The Australian Museum (AM) operating within the NSW Department of Creative Industries, Tourism, Hospitality and Sport cluster, 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.
The Australian Museum is committed to building a workforce that reflects the rich diversity of the communities we serve.
We actively encourage applications from First Nations, Aboriginal and Torres Strait Islander peoples; Pasifika peoples; people with disability, including physical, sensory, cognitive, intellectual, neurological, psychosocial, and chronic health conditions, whether visible or hidden; people from culturally and linguistically diverse backgrounds; people of all ages; members of the LGBTQIA+ community; and people from all socioeconomic backgrounds.

Primary purpose of the role

Build the Australian Museum's brand profile and positioning as a must-see visitor destination while driving commercial revenue through integrated marketing of tourism products, venue hire opportunities, and Museum retail offerings. Deliver targeted packages and experiences, insights-led marketing campaigns, and relationship management across tourism and commercial sectors.

Key accountabilities

- Develop and implement integrated marketing strategies for tourism, venue hire and retail to drive visitation and commercial revenue.
- Build strategic relationships with Government partners (Destination NSW, Tourism Australia), tourism industry organisations and commercial partners.
- Facilitate the development of tourism programs, venue packages, and retail promotions with key stakeholders across the Australian Museum.
- Develop, produce and maintain critical marketing collateral including website content, printed materials, and digital assets to support all commercial offerings.
- Represent and promote the Australian Museum at relevant trade shows, conferences, industry events and corporate forums to drive commercial sales.
- Deliver robust activity analysis and reporting across all commercial streams, using data and insights to identify revenue-driving opportunities.
- Manage project budgets including tracking marketing expenditure and income across tourism, venue hire, and retail operations.

Key challenges

- Managing diverse stakeholder expectations across tourism, venues, and retail operations.
- Balancing B2C tourism marketing with B2B tourism, venue and corporate relationship management.
- Identifying growth and revenue-driving opportunities across tourism, venues, and retail in constantly changing commercial markets.

Key relationships

Internal

Who	Why
Head of Marketing	• Receive guidance and instruction, seek clarification and advice, and report on progress against work plans. • Identify emerging issues and their implications and propose solutions. • Collaborate and discuss work strategies and priorities and future directions.
Marketing & Communications Team	• Support daily operations of the Marketing team as required. • Share information to ensure cohesive messages are maintained.
Programming Team	• Collaborate to ensure successful promotion and delivery of tourism programs.

External

Who	Why
State & Federal Government agencies	• Develop/maintain relationships with key partners including Destination NSW and Tourism Australia to leverage all opportunities.
Tourism Industry	• Collaborate and promote Australian Museum programs and products.
Peer organisations (Taronga Zoo, AGNSW, Botanical Gardens, etc)	• Collaborate on joint opportunities

Role dimensions

Decision making

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

Reporting line

Head of Marketing

Direct reports

nil

Budget/Expenditure

Budgets and expenditure are in accordance with approved Annual Budget and financial delegations and procedures subject to project type and sponsoring business unit.

Key knowledge and experience

- Proven experience in delivering campaigns and projects that meet audience, revenue and branding objectives.
- Project management skills with ability to manage tourism, venue, and retail marketing simultaneously.
- Strong communication experience, including written and oral skills, relationship management and negotiation skills.
- Demonstrated business development and sales experience with working knowledge of tourism, venues, and/or retail sectors.

Essential requirements

- Tertiary qualifications in tourism, business development, marketing or a related field and/or relevant equivalent experience for the role.

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.

Capability group/sets	Capability name	Behavioural indicators	Level
 Personal Attributes	**Display Resilience and Courage** Be open and honest, prepared to express your views, and willing to accept and commit to change	• Be flexible and adaptable and respond quickly when situations change • Offer your opinion and raise challenging issues • Acknowledge when someone challenges your ideas and respond respectfully • Work through challenges • Remain calm and focused in challenging situations	Intermediate
 Personal Attributes	**Value Diversity and Inclusion** Be inclusive and respect diverse backgrounds, experiences and perspectives	• Promote diversity, inclusion and cultural safety in your organisation, for colleagues, customers and stakeholders • Seek practical ways to build cultural safety by removing barriers for people from diverse cultures, backgrounds and experiences • Recognise and adapt to individual abilities, differences and working styles • Support initiatives that create a safe and equitable workplace and a culture that values difference • Recognise and proactively address bias in interactions and decision-making	Adept
 Relationships	**Communicate Effectively** Communicate clearly, pay attention to others and respond with understanding and respect	• Tailor communication to suit the needs, backgrounds and perspectives of diverse audiences and address barriers to participation • Clearly explain complex ideas and arguments to individuals and groups • Create opportunities for others to contribute • Share information with other teams and business units to enable informed decision-making • Write clearly and concisely in a range of styles and formats • Use contemporary communication channels to share information, engage and interact with diverse audiences • Pay attention and encourage others to express their views	Adept
 Relationships	**Commit to Customer Service** Provide customer-focused services in line with public sector and organisational objectives	• Focus on providing a positive customer experience • Support a customer-focused culture in your organisation • Demonstrate a thorough knowledge of the available services and share relevant information with customers • Identify and respond quickly to customer needs • Consider different customer needs and experiences when developing solutions to meet needs • Resolve complex customer issues • Cooperate across work areas to improve outcomes for customers	Intermediate

Capability group/sets	Capability name	Behavioural indicators	Level
 Relationships	**Work Collaboratively** Collaborate with others and value their contribution	• Encourage a workplace culture that values collaboration • Communicate with other teams to improve information sharing • Share lessons learned with other teams and business units • Identify opportunities to collaborate with stakeholders, including people with lived experience, to develop better processes and solutions • Actively use digital information platforms, collaboration tools and other digital technologies to share information and work with diverse audiences to solve problems and improve services • Consider diverse cultural perspectives to provide insights into collaborative work	Adept
 Results	**Deliver Results** Achieve results by using resources efficiently and committing to quality outcomes	• Use your own and others' expertise to achieve outcomes, and take responsibility for delivering intended outcomes • Ensure staff understand expected goals and acknowledge staff success in achieving these • Identify the resources people need and ensure goals are achieved within budget and on time • Use business data to evaluate outcomes and inform continuous improvement • Identify priorities that need to change and ensure the way resources are allocated meets new business needs • Ensure you budget for and clearly state the financial impacts of new priorities	Adept
 Results	**Plan and Prioritise** Plan to achieve priority outcomes and respond flexibly to changing circumstances	• Consider the future aims and goals of the team, business unit and your organisation when prioritising work • Set, prioritise, consult on and develop team and business unit goals, strategies and plans • Anticipate, assess and respond appropriately to the impact of changes, including changes to government policy and economic conditions, on team or business unit goals • Ensure current work plans and activities support and are consistent with organisational change initiatives • Evaluate outcomes and adjust plans accordingly	Adept

Capability group/sets	Capability name	Behavioural indicators	Level
 Business Enablers	**Project Management** Understand and use effective ways to plan, coordinate and control projects	• Understand all components of the project management process, including the need for change management to achieve business benefits • Prepare clear project proposals and accurate estimates of required costs and resources • Establish performance outcomes and measures for key project goals, and define monitoring, reporting and communication requirements • Identify and evaluate risks associated with the project and develop mitigation strategies • Identify and consult with stakeholders, including people with lived experience to inform the project strategy • Communicate the project's objectives and its expected benefits • Monitor the completion of project milestones against goals and take steps to address any problems • Evaluate progress and identify improvements to inform future projects	Adept

Complementary capabilities

Complementary capabilities are also identified from the Capability Framework and relevant occupation-specific capability sets. They are important to identify 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
 Personal Attributes	**Act with Integrity**	Be ethical and professional, and uphold and promote the public sector values	Intermediate
 Personal Attributes	**Manage Self**	Be persistent, self-reflect and commit to learning	Adept

Capability group/sets	Capability name	Description	Level
 Relationships	**Influence and Negotiate**	Gain consensus and commitment from others, and resolve issues and conflicts	Intermediate
 Results	**Think and Solve Problems**	Think, analyse and consider the broader context to develop practical solutions	Intermediate
 Results	**Demonstrate Accountability**	Be proactive and responsible for your actions, and follow legislation, policy and guidelines	Intermediate
 Business Enablers	**Finance**	Understand and apply financial processes to achieve value for money and minimise financial risk	Intermediate
 Business Enablers	**Technology**	Understand and use available technology to maximise efficiencies and effectiveness	Intermediate
 Business Enablers	**Procurement and Contract Management**	Understand and use procurement processes to ensure effective purchasing and contract performance	Foundational