

Internal Communication – temporary/ongoing/casual

Reason for employment:

Temporary Assignment backfill

Posting from here

Tourism Manager

Job closing date: Friday 30 January 2026

Join us at the Australian Museum and help us to achieve our Mission to ignite wonder, inspire debate and drive change

We are seeking a strategic Tourism Manager to drive commercial revenue growth across tourism, venue hire, and retail while building the Australian Museum's brand profile as a must-see destination. This six-month temporary role will deliver integrated marketing strategies that leverage our world-class exhibitions, programs and unique spaces to attract domestic and international tourists, corporate clients and customers.

This role will strengthen our brand through high-profile campaigns, creating compelling packages and experiences, and build strategic partnerships with government bodies (Destination NSW, Tourism Australia) and commercial partners. Plus, the role holder will represent the Australian Museum at trade shows and industry events.

Classification: Clerk Grade 7/8

Reporting Line: Christine Bradburn, Head of Marketing

Employment status: Fixed Term, 6 months - Part-time, 0.6FTE. You will be paid a competitive annual salary of \$113,574 - \$125,720 pro-rata (Clerk Grade 7/8), plus employer's contribution to superannuation (currently 12%) and annual leave loading.

See details of the job via Requisition 79.

Note: if you are currently in an active Talent Pool for the above role classification and grade and are interested in being considered for this opportunity, please contact hr@Australian.Museum.

Please note, the selection panel may request that you provide responses to targeted questions or complete assessments as part of the selection process.

Please share this with your network and be an AMbassador for the Australian Museum and help us to find candidates just like you!

External job ad

Tourism Manager

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About the Role

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Employment Status:

- Salary Grade 7/8
- Fixed term
- Part time 21 hours per week
- Period of engagement: 6 months

Click on the following links to begin the journey to find your new career at the AM

- [Role Description](#)
- [AM Candidate Pack](#)

You will be paid a competitive annual salary of \$113,574 - \$125,720 pro-rata (Clerk Grade 7/8), plus employer's contribution to superannuation (currently 12%) and annual leave loading.

About you

We are seeking an experienced marketing professional with a proven track record in tourism marketing and business development. The candidate will have strong project management skills and the ability to deliver campaigns that meet audience, revenue, and branding objectives while juggling multiple priorities in a dynamic environment.

Knowledge & 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.

About The Australian Museum

The Australian Museum is truly a great place to work. We aim 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.

Recent staff survey results confirm that our staff feel valued, accepted and supported and that they believe the AM is an inclusive workplace. AM staff also report a high level of job satisfaction.

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

Check out our current exhibitions and events [here](#).

Benefits

Besides working together with other like-minded people, you will have access to professional development and dedicated Wellbeing programs.

How to apply

Applicants must submit (if submitted as attachment, please upload as PDF):

1. A **one to two page covering letter** which addresses the role description's essential requirements, key knowledge and experience.
2. **Resume**

As part of the online application process, you will be prompted to **answer two targeted questions**.

1. Give an example of how you have used data and insights to identify a revenue-driving opportunity in tourism, venue hire, or retail. What was your approach, what actions did you take, and what were the results? (300 words maximum)
2. Describe a marketing campaign or initiative that didn't go as planned. What happened, how did you adapt your approach, and what did you learn from the experience? (300 words maximum)

The successful applicant will be subject to national criminal records check.

Contact person: Christine Bradburn, Head of Marketing,
Christine.bradburn@australian.museum

Inclusive and welcoming

The Australian Museum is an NSW Public Service organisation and aims to attract and retain the right people for the right jobs. The AM is a diverse and inclusive workplace where genuine participation and contribution is enabled, and everyone, regardless of their background, identity or circumstances is valued, accepted and supported to thrive at work.

This means that we are embedding diversity and inclusion in everything we do on a daily basis, whether it be our recruitment processes, workplace culture, career development programs, customer service or policies and procedures. If we can make some adjustments to our

recruitment process to better enable you to shine, please reach out to the contact person or note this in your application.

Closing date for applications: Friday 30 January 2026