



**Tō Mātau Moemoeā** Our Vision is to use the past, present and future technology and ingenuity of Aotearoa to educate and inspire the innovators of tomorrow.

- KIA WHAKATŌMURI TE HAERE WHAKAMUA -

**Position:** Digital Content Developer

**Reports to:** Content Development Manager

## PURPOSE OF THE ROLE

As a member of the Exhibitions team, the Digital Content Developer is responsible for carrying out digital content planning, creation, production, and project management on a wide variety of projects across MOTAT. Through a highly proactive and collaborative approach the Digital Content Developer enables the development of digital content and experiences that inform and delight MOTAT audiences.

This position is part of a team dedicated to devising and delivering exhibitions that are based on MOTAT's strategic goals and align with MOTAT's collection strengths.

## RESPONSIBILITIES

- Work closely with the Content Development Manager to identify, plan, and produce digital content including online and in-exhibition content.
- Curate a STEAM-focused, interactive, digital platform of content from across the MOTAT Team that meets the needs of MOTAT's target audiences and is in line with strategic objectives.
- Collaborate with other MOTAT Team Members, including Public Programmes, Education, Collections and Brand and Communications, to actively seek opportunities for onsite and online digital content.
- Support the development of in-exhibition content, in conjunction with digital suppliers or in-house depending on scale.
- Take responsibility for uploading content via MOTAT's CMS to the digital content platform.
- Work with Exhibitions team members, to deliver consistent, accurate and high-quality information and experiences across MOTAT's exhibition projects.
- Support Brand and Communications team to raise the profile of online content for MOTAT audiences.
- Contribute to idea generation and the development of design briefs, as required by the Content Development Manager.
- Develop and maintain relationships with other MOTAT Team Members and suppliers, as required.
- Embrace a mindset of continuous improvement in understanding and implementing the principles of Te Tiriti o Waitangi.
- Model behaviours consistent with MOTAT values.
- Comply with all museum policies and procedures including but not limited to Safety and Wellbeing and the Museums Aotearoa's Code of Ethics.

- Undertake any other reasonable duties as may be required from time-to-time to ensure that MOTAT’s business objectives are met.

## KEY PERFORMANCE INDICATORS

- Successful creation of agreed digital content projects, with an emphasis on high quality visitor experiences.
- All projects to be completed on time and on budget.
- Contribute to an increase in uptake of digital content by MOTAT audience.
- Timely delivery of all content as relevant to this position.

## KEY RELATIONSHIPS / DELEGATED AUTHORITY

**Responsible for:** Nil

**Internal Liaison:** Exhibitions, Digital Engagement Producer, Brand and Communications, Public Programmes, Education, Collections Hub, MOTAT Team

**External Liaison:** Content Partners, GLAM Sector Organisations, Professional Associations

## BUDGETARY AUTHORITIES

Nil

## SKILLS & EXPERIENCE

- At least two years experience in digital content production.
- Demonstrated experience of content creation and story-telling for target audiences.
- A high level of comfort and skill dealing with online content platforms.
- High level of familiarity with content management systems and SAAS.
- Good levels of both written and verbal skills.
- Videography and photography experience desirable.
- Commitment to working in partnership under Te Tiriti o Waitangi.
- Strong interpersonal skills with a demonstrated ability to relate to people at all levels and an ability to develop positive working relationships.
- Good time management skills, able to prioritise workloads across multiple projects and meet deliverables.
- Ability to work quickly, to meet tight deadlines and to respond with agility to opportunities as they arise.

## Ō MĀTAU UARA OUR VALUES

**AUAHATANGA INNOVATION** We will be courageous and try new things.

**NGĀTAHITANGA COLLABORATION** We will work as a team that respects and supports others.

**MOTUHĒHĒTANGA INTEGRITY** We will act ethically and with respect and transparency.

**PŪMAUTANGA SUSTAINABILITY** We will foster knowledge and promote technology that is beneficial to our community and environment.

*This document covers the broad results expected from the position and will form the basis of specific objectives to be agreed and reviewed on a regular basis.*