



Our Vision: To be the “must experience” venue that uses New Zealand’s heritage, Kiwi ingenuity, transport, technology, and the associated stories in a creative and interactive way to educate and inspire the innovators of tomorrow.

Position: Public Programmes Manager
Reports to: General Manager - Museum Experience

PURPOSE OF THE ROLE

The Public Programmes Manager is a member of the Museum Experience hub and as such, plays a key role in ensuring that the MOTAT experience is aligned with the vision, mission, and values of the organisation. The role is responsible for visitor services, public programmes and events, and operating collections and has responsibility for the strategies, plans, and delivery in these areas. The position is part of MOTAT’s Leadership Team and is vital for audience growth and development.

Audience focus and a commitment to quality and creativity, and a collaborative approach are vital facets of this role. As this role is responsible for visitor experiences every day, strong operational management and leadership is essential.

RESPONSIBILITIES

- Lead and manage MOTAT’s Public Programmes team, fostering collaboration and mutual support across the team, to achieve the objectives set out in the MOTAT Master Strategy and Annual Plan.
- Plan, develop, and implement strategy and processes for public programmes development at MOTAT, including but not limited to developing proposals, programme plans, and business cases.
- Lead the development and ensure the delivery of a range of year-round visitor focused public programmes of a range of scale and complexity. As Public Programmes Manager you are accountable for managing a complex programme of events and experiences, therefore projects will often be led by other members of the Public Programmes team and you will most often operate as the Programme Manager.
- Ensure the effective delivery of all aspects of Public Programmes with a culture of continual improvement and a commitment to creating a high performing team.
- Champion the use of audience research and insights in programming, and ensure that public programming is driven by audience targets for visitation and development.
- Ensure integration of operating collections into the public programme, including engaging the volunteer team, particularly as part of ensuring that MOTAT is active every day for a range of visitors.
- Champion the incorporation of te ao Māori from the concept stage of programme development, seeking advice and expertise as required, and growing the capability of the Public Programmes team in the process.
- Collaborate with other MOTAT Team Members to ensure that the public programme draws on the collections, delivers to the vision, and is highly brand aligned and ‘uniquely MOTAT’.
- Build relationships and encourage collaboration with other organisations, with the aim of ensuring MOTAT’s public programme is externally connected, relevant, and responsive.
- Ensure the integration with the MOTAT digital experience, whilst onsite and before and after the physical visit.

- Negotiate and maintain all relevant service and facility procurement arrangements to ensure the successful delivery of all experiences and events.
- Build strong relationships and innovative partnerships with other experience providers within the Auckland region, in particular those others within the Western Springs Precinct.
- Work with the Visitor Services Coordinator and Collection Operations Coordinator to ensure that Visitor Host and Collection Operations teams and all relevant systems are managed and developed to meet MOTAT's operational demands, in particular where the visitor experience may be impacted.
- Contribute to the MOTAT outreach programme, providing experiences that inspire innovation in individuals and communities, and extend the impact of a visit beyond the Museum's doors.
- Take accountability, through the management of the Public Programmes team, for the prompt resolution of any feedback, complaints or customer issues.
- Contribute to the management and leadership of MOTAT through participation in the Museum Experience hub, managing change and building relationships internally.
- Effectively manage schedules, resources, and budgets (both CAPEX and OPEX) in accordance with MOTAT's financial guidelines and parameters.
- Ensure that the necessary internal and external approvals / agreements are sought, gained and implemented for all experiences and events that are delivered at MOTAT.
- Ensure that Health and Safety is an integral element of delivery and planning.
- Monitor, evaluate, and report on the delivery of Public Programmes is on to ensure consistent delivery against the agreed business plan.
- Stay current with interpretive standards and museum best practice.
- Provide effective leadership and management of the Public Programme team and follow all People and Culture people management policies and procedures.
- Model behaviour consistent with MOTAT values and in accordance with the principles of the Treaty of Waitangi.
- Follow all museum policies and procedures including but not limited to Health and Safety and the Museums Aotearoa's Code of Ethics.
- Undertake any other reasonable duties as may be required to ensure that MOTAT's business objectives are met.

ROLE PARAMETERS

- Public Programmes includes weekday activations, weekend and school holiday programming, and public events of a range of scale and complexity, with integrated digital elements.
- Visitor Services means all aspects of the visitor journey from onsite welcome and ticketing, retail, hosting, and event and programme facilitation.
- Collection Operations includes the working of trams, the Pumphouse, the Print Shop, amongst others.

KEY PERFORMANCE INDICATORS

- Achievement of agreed visitation, income targets, and key performance indicators as per annual plan.
- Daily delivery of an excellent visitor service at both MOTAT sites across all points of the customer journey.
- Development, implementation, and communication to the Museum of forward public programmes and public events plan.

- Continuous review of the most effective utilisation of the Public Programmes team in meeting the agreed programme and reporting of such on a monthly basis to the General Manager.
- Continuous improvement processes for all public programmes and public events implemented and debriefs completed with all associated learnings integrated into future programmes.

KEY RELATIONSHIPS / DELEGATED AUTHORITY

Responsible for:	Visitor Engagement Manager, Visitor Services Coordinator, and Collection Operations Coordinator
Internal Liaison:	Museum Experience Managers (Education, Exhibitions, External Relations, Digital Engagement), Collections Hub, Finance and Commercial Manager, Collection Workshops Manager, Environment and Sustainability Manager, People and Culture Manager, MOTAT Team
External Liaison:	Suppliers, contractors, arts and creative organisations, STEM organisations, special interest groups, other museums and heritage organisations.

BUDGETARY AUTHORITIES

\$10,000

SKILLS & EXPERIENCE

- Minimum 5-6 years visitor services and public programmes experience, including overall responsibility for the programme, budget, and visitor experience.
- Demonstrable experience in and passion for creating distinctive and memorable public experiences in a setting such as MOTAT (a STEM background would be beneficial) with evidence of collaboration, quality, and innovation in the approach taken.
- Proven staff management experience leading high-performing teams.
- High levels of both written and verbal skills, including presentation skills.
- Interpersonal skills with a demonstrated ability to relate to people at all levels and an ability to develop positive working relationships.
- Technically savvy; proficient on all standard office software such as Microsoft Office.
- Demonstrated business acumen, administrative and project management experience within a comparable setting (busy, seven days per week, all year, and multi-site).
- Demonstrated understanding of budgets and financial processes.
- Demonstrated understanding of matauranga Māori and experience incorporating both te ao Māori and te reo Māori into the development of public programmes.
- Experience of customer systems such as ticketing, point of sale, and CRM would be beneficial.

OUR VALUES

Ō MĀTUA UARA

Innovation	We will be courageous and try new things.
Collaboration	We will work as a team that respects and supports others.

Integrity	We will act ethically and with respect and transparency.
Sustainability	We will foster knowledge and promote technology that is beneficial to our community.

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.