



OUR VISION: To be the “must experience” museum that uses past, present and future Kiwi technology and ingenuity to educate and inspire the innovators of tomorrow.

- KIA WHAKATŌMURI TE HAERE WHAKAMUA -

Position: External Relations Manager
Reports to: General Manager – Museum Experience

PURPOSE OF THE ROLE

The External Relations 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 the marketing and communications, membership, brand, fundraising through grant making and sponsorship, fundraising, and audience research activities of the organisation and has responsibility for the strategies and plans in these areas. Infusing a digital approach throughout the work of the team is a priority for this role. The position is part of MOTAT’s Leadership Team.

Partnership work, stakeholder engagement, and audience focus are importance facets of this role, which operates in an issues-rich and complex environment.

RESPONSIBILITIES

- Lead and manage MOTAT’s External Relations team, fostering collaboration and mutual support among the various teams and functions, to achieve the objectives set out in the MOTAT Master Strategy and Annual Plan.
- Develop strategies, as required, across the External Relations area and doing so in collaboration with other key roles in the organisation; this includes a Marketing and Communications Strategy and a Fundraising Strategy.
- Lead a programme of external communications to ensure the Museum is positioned in line with the vision, purpose, and values as articulated in the Museum’s Master Strategy.
- Lead the development of and growth of the Museum’s brand, working closely with all internal and external stakeholders to ensure brand alignment across the Museum and to drive recognition of the MOTAT brand both locally and nationally.
- Embed digital across all areas of the team’s work, and grow the capability and capacity of the team to achieve a digital first approach.
- Support the Senior Marketing and Senior Communications Advisors in preparing and ensuring delivery of the annual Marketing and Communications Plan and budget, to both support planned initiatives and revenue drivers across the Museum and increase MOTAT’s marketing presence and impact.
- Champion the incorporation of te ao Māori in MOTAT’s External Relations programmes, seeking advice and expertise as required, and growing the capability of the External Relations team in the process.
- Drive initiatives to achieve MOTAT’s key performance indicators for audience development and growth.
- Develop strong relationships with tourism-related stakeholders and operators to ensure MOTAT has a visible presence and offer in the tourism marketplace.

- Identify, manage, and support sponsorship and philanthropic sources of funding and/or in-kind support for the Museum.
- Manage planned and targeted market research activities conducted internally and by external agencies and ensure dissemination of audience insights across the organisation.
- Ensure the growth and development of the membership scheme MOTAT Mates.
- Provide leadership and direction to the Partnership & Fundraising Advisor in the delivery of key outcomes and deliverables.
- 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.
- Maintain oversight and control of budgets and provide sound management and Board reporting.
- Work in an interdisciplinary manner across project teams and Museum initiatives.
- Provide effective leadership and management to the External Relations team and follow all People and Culture 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 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

- Achievement of annual visitation and income targets as per annual plan.
- Timely delivery and execution of all strategies and plans as relevant to this position.
- Management of brand and growth of brand value to build all audience segments and positively align the Museum's reputation and opportunities for support.
- Working in a complex political environment; anticipate and respond to issues appropriately, ensuring proactive management of communications
- Achieve fundraising targets as set and agreed with the General Manager – Museum Experience.
- Build relationships and reputation for MOTAT within Auckland and nationally.
- Develop a dynamic and agile culture within the External Relations team and promote a whole of business approach to decision making.

KEY RELATIONSHIPS / DELEGATED AUTHORITY

Responsible for:	Senior Marketing Advisor, Senior Communications Advisor, Partnership & Fundraising Advisor, Senior Graphic Designer and Graphic Designer – Visitor Services
Internal Liaison:	CE / Museum Director, Senior Management Team, Museum Experience Managers (Education, Exhibitions, Public Programmes, Digital Engagement), Collections Hub, Finance and Commercial Manager, People and Culture Manager, MOTAT Team
External Liaison:	Auckland Council and relevant CCOs, Funding bodies such as Ministry for Culture and Heritage, Tourism New Zealand and other tourism agencies as appropriate. sponsors and financial supporters.

BUDGETARY AUTHORITIES

\$10,000

SKILLS & EXPERIENCE

- Minimum 5-6 years marketing, communications, and membership scheme experience.
- A demonstrable capability with digital and experience of digital marketing and communications in a similar environment to MOTAT with evidence of collaboration, quality, and innovation in the approach taken.
- Demonstrated experience in fundraising, sponsorship, and philanthropic giving.
- 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 experience leading a comparable team, ideally within the experience sector (be that GLAM or tourism or other).
- Demonstrated understanding of budgets and financial processes.
- High attention to detail, with a strong sense of accountability.
- Relevant tertiary qualification.

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.