



# Job description

## Haere mai

This job description is your go-to place for all the ins and outs of this role at Internal Affairs

## Engagement Manager, Pacific Virtual Museum

### Digital NZ, National Library of New Zealand

The 'Pacific Virtual Museum' Pilot Programme is an Australian Government initiative managed by the Office of the Pacific in Australia's Department of Foreign Affairs and Trade (DFAT) and implemented by the National Library of New Zealand. The initiative will produce an online portal that provides an easy single access point to digitised Pacific cultural heritage items held in different museum, archive, and library collections around the region, similar to the DigitalNZ service ([www.digitalnz.org](http://www.digitalnz.org)). This first pilot phase runs until February 2022 and tests the concept by focussing on providing access to digitised Pacific heritage photographs.

This position will lead and coordinate the engagement with a range of stakeholders, researchers, contributing organisations and partners, including a Co-Design group. It supports the project to deliver an effective service for Pacific researchers and content partners.

- **Reporting to:** Programme Manager, Pacific Virtual Museum Pilot
- **Location:** Wellington, New Zealand
- **Salary range:** Information Management Band G

---

### What we do matters – our purpose

Our purpose is to serve and connect people, communities and government to build a safe, prosperous and respected nation.

In other words, it's all about helping to make New Zealand better for New Zealanders.

---

### Working effectively with Māori

Te Aka Taiwhenua – our Māori Strategic Framework – enables us to work effectively with Māori. Te Aka Taiwhenua is underpinned by our mātāpono – Kotahitanga, Manaakitanga, Whānaungatanga, He Tāngata.

As DIA is an agent of the Crown, Te Tiriti o Waitangi/The Treaty of Waitangi is important to everything we say or do. We recognise it as an enduring document central to New Zealand's past, present and future. Building and maintaining meaningful relationships is important to work effectively with Māori, stakeholders and other agencies. We accept our privileged role and responsibility of holding and protecting the Treaty of Waitangi / Te Tiriti o Waitangi.

## How we do things around here – our principles



### **We make it easy, we make it work**

- Customer centred
- Make things even better

### **We're stronger together**

- Work as a team
- Value each other

### **We take pride in what we do**

- Make a positive difference
- Strive for excellence

What you will do to contribute	As a result we will see
<p><b>Co-design Group Management</b></p> <ul style="list-style-type: none"> <li>• Maintaining highly effective collaborative and two-way information-sharing relationships with members of the Co-Design group to ensure their ongoing engagement with the programme</li> <li>• Ensuring the Co-Design group is confident, capable and supported to engage with the Pacific Virtual Museum programme and that their individual and/or collective needs are accurately represented in product design and development processes</li> </ul>	<ul style="list-style-type: none"> <li>• A highly engaged and contributory Co-Design group for the Pacific Virtual Museum</li> <li>• The Co-Design group view themselves as a vital part of the wider Pacific Virtual Museum team</li> <li>• Strong and positive advocacy for the program</li> </ul>
<p><b>Content and Design Development</b></p> <ul style="list-style-type: none"> <li>• Advise the project and product owner of the content and collections to be included in the project, in collaboration with stakeholders and content partner organisations</li> <li>• Engage with stakeholders as iterations of the front - end content are developed</li> <li>• Work with stakeholders and the project to develop an approach to address metadata challenges (e.g. inaccuracies, cultural biases mis-representative information etc)</li> </ul>	<ul style="list-style-type: none"> <li>• Valuable input from stakeholders on content to be included in the project</li> <li>• Valuable input from stakeholders on design elements of the service</li> </ul>
<p><b>Communications Planning, Management and Delivery</b></p> <ul style="list-style-type: none"> <li>• Building on the initial stakeholder engagement plan and working with the Programme Manager and relevant stakeholders, developing and implementing a communications strategy and plan for the Pacific Virtual Museum programme as it evolves</li> </ul>	<ul style="list-style-type: none"> <li>• Detailed communications strategy and plan is accepted</li> <li>• Communications delivered in association with the Pacific Virtual Museum are relevant and appropriate to recipients</li> <li>• Key user groups and stakeholders are aware of the Pacific Virtual Museum programme and see its benefits and value</li> </ul>

What you will do to contribute	As a result we will see
<p><b>Promotions, Outreach and Support activities</b></p> <ul style="list-style-type: none"> <li>Contributing to the development and shaping of workshops and training days for the Co-Design group, users, and other stakeholders</li> <li>Note: training will be provided on how to use the service and some of the technical aspects to support good engagement</li> <li>Planning and co-ordinating events within the Pacific region (including Australia/NZ) to promote understanding and use of the service</li> <li>Directing promotional activities such as attendance at events and conferences, sponsorship, promotional materials, award submissions, and outreach into social media, blogs, forums and other online communication channels in alignment with the communications strategy</li> </ul>	<ul style="list-style-type: none"> <li>Key user groups are confident and capable to use the service and teach others to do the same, acting as advocates for the service</li> <li>Pacific content providers have all of the information they need to effectively participate in the pilot service</li> <li>The Pacific Virtual Museum pilot online service is used and has an impact on target audiences and end users</li> </ul>
<p><b>Health and safety (for self)</b></p> <ul style="list-style-type: none"> <li>Work safely and take responsibility for keeping self and colleagues free from harm</li> <li>Report all incidents and hazards promptly</li> <li>Know what to do in the event of an emergency</li> <li>Cooperate in implementing return to work plans</li> </ul>	<ul style="list-style-type: none"> <li>A safe and healthy workplace for all people using our sites as a place of work.</li> <li>Health and safety guidelines are followed</li> </ul>

Who you will work with to get the job done		Advise	Collaborate with	Influence	Inform	Manage/lead	Deliver to
Internal	Programme Manager, Pacific Virtual Museum	✓	✓	✓	✓		✓
	Product Owner, Pacific Virtual Museum	✓	✓	✓	✓		✓
	Project governance team	✓			✓		
	National Library Senior Responsible Owner	✓	✓	✓	✓		✓
	Digital NZ Team	✓	✓	✓	✓		
External	Co-design group	✓	✓	✓	✓	✓	✓
	Content partners and stakeholders	✓	✓	✓	✓		✓

Your delegations	
Human Resources and financial delegations	Nil
Direct reports	Nil

Your success profile for this role	What you will bring specifically
<p>At DIA, we have a Capability Framework to help guide our people towards the behaviours and skills needed to be successful. The core success profile for this role is <a href="#">Valued Contributor</a>.</p> <p><b>Keys to Success:</b></p> <ul style="list-style-type: none"><li>• Customer Focus</li><li>• Continuous improvement</li><li>• Teamwork and peer relationships</li><li>• Action oriented</li><li>• Self-development and learning</li><li>• Functional and technical skills</li></ul>	<p><b>Experience:</b></p> <ul style="list-style-type: none"><li>• Experience working on programmes involving multiple stakeholders, ideally Pacific, education, GLAM sector or government stakeholders</li><li>• Experience managing groups and communities of diverse representatives</li><li>• Experience contributing to website/digital product design and development projects</li><li>• Experience using communication channels and tools to meet objectives</li><li>• Experience managing or co-ordinating events or workshops</li></ul> <p><b>Knowledge:</b></p> <ul style="list-style-type: none"><li>• Demonstrated understanding of the issues associated with access to digital documentary heritage for Pacific people</li><li>• Can demonstrate knowledge of usage rights, licensing and copyright issues</li></ul> <p><b>Skills:</b></p> <ul style="list-style-type: none"><li>• Can craft content clearly and coherently for a range of audiences (particularly those from/within the Pacific region)</li><li>• Excellent inter-personal, social, presentation and facilitation skills</li><li>• Creativity - can absorb and come up with new ideas, turn them into reality and learn from the outcomes</li><li>• Ability to communicate technical and procedural concepts in plain language</li><li>• Ability to identify and analyse issues, patterns and trends in user requests &amp; product performance</li><li>• Is organised, flexible and can work effectively in a fast paced, agile, work environment</li></ul> <p><b>Other requirements:</b></p> <ul style="list-style-type: none"><li>• Ability to travel for the role, including potentially internationally</li><li>• Graduate qualification in a relevant field</li></ul>