

Celebrating Canterbury, discovering the world. For us and our children after us.
Waitaha-kōawa-rau, ka whakanuia; Te-ao-whānui, ka tūhuratia. Mā tātou ko ngā uri e whai ake nei.

Job Title:	Head of Public Engagement
Reports to:	Director (Chief Executive)
Direct Reports:	Communications & Marketing Manger Long Term Exhibitions Manager Temporary Exhibitions Manager Visitor Services Manager Education/Evaluation Manager Development Manager Exhibitions Manager (pending appointments of Long Term Exhibitions Manager and Temporary Exhibitions Manager) Customer Experience and Education Manager (pending appointments of the Visitor Services Manager and Education/Evaluation Manager)

Canterbury Museum

Canterbury Museum is a Charitable Trust, governed by the Canterbury Museum Trust Board. It was first opened to the public in 1867 and has been located on its current site in Rolleston Avenue since 1870. It initially focused on natural history and ethnology collecting, gradually becoming a full general Museum.

From the early 1900s, the Museum has been the home of major colonial history and archival collections. The social history collections have grown in importance with clothing, furniture, household items, stamps, artworks, architectural plans, maps, photographs, diaries, personal papers and publications being added.

In 2017, the Museum celebrated 150 years since its founding. The Museum now acquires and cares for worldwide collections of human and natural history, with a focus on Canterbury and the Antarctic. The Antarctic collections are of worldwide interest and importance. The scientists accompanying Robert Falcon Scott's two Antarctic expeditions actually worked in the Museum en route to the ice. The Sir Robertson Stewart Hall of Antarctic Discovery opened in 1977.

In February 2013, Canterbury Museum opened its *Quake City* exhibition, which tells the stories of heroism, hope and loss following the Canterbury Earthquakes. *Quake City* charts the aftermaths of the 4 September 2010 and 22 February 2011 earthquakes and the extraordinary response of the emergency services, international rescue teams, the thousands of volunteers who pitched in to help – construction workers, the Student Volunteer Army, the Farmy Army – and the incredible resilience of Canterbury's communities.

In partnership with the Ravenscar Trust, the Museum is building the new Ravenscar House on land opposite the Museum gifted by the Christchurch City Council for this purpose. On completion of the build, the Trust will gift the house to the people of Christchurch and Canterbury through the Museum and it will be converted to a house museum to display the Ravenscar Collection of art, design and antiquities.

Position Description



Access to the Museum's collections drives research, inspires learning and ignites imagination through stories that surprise and delight Museum visitors.

Our Values – Ō Mātou Tikanga

- Engage** We engage positively with our visitors.
- Collaborative** We work collaboratively with each other and with our communities.
- Accountable** We are accountable for what we do.
- Integrity** We always act with integrity.

Position Purpose

The Head of Public Engagement will be accountable for communications, marketing, short-term and long-term exhibitions, education/evaluation, visitor services and development activities. The role will lead the development and implementation of a Museum-wide public engagement strategy to promote the world-class visitor experience on offer to people of all ages. The role will also lead the communications and marketing, evaluation and development of activities that support that visitor experience.

The Head of Public Engagement will share responsibility with the Director for ensuring the effective operation of the Museum as defined by the goals and strategy agreed with the Board. They will assist in providing strategic and operational leadership, financial management, developing people capability and maintaining customer, visitor and stakeholder satisfaction levels. They will be alert to opportunities for continuous improvement and enhancing the service offering.

This role is part of the Senior Executive Team.

Dimensions

Staff numbers	24 FTE rising to c. 35 after redevelopment
Visitor numbers	766,200 (2019)
Participants in education & public programmes	65,200 (2019)
Temporary exhibitions staged	10 (2019)
Media Hits	797 (2019)

Key Relationships

<i>Internal</i>	<i>External</i>
Director & Senior Executive Team	Contributing Local Authorities and other Funders
Trust Board	Friends of the Canterbury Museum
Leadership Team	Visitors/Customers
Staff	Sponsors and Funders

	Tourism Industry Partners
	Festival and Event Organisers

Key Areas of Accountability

Area of Accountability	Expected Results
Strategic Management	<p>Work collaboratively with the Director and other members of the Senior Executive Team to deliver operational initiatives to meet long-term strategic goals.</p> <p>Work with the Director to ensure that the strategic direction for the organisation is clearly communicated and understood throughout the organisation.</p> <p>Work with sponsors, funders and grant organisations to attract national and local funding (Government, commercial and philanthropic).</p>
Customer Relationship Management & Public Engagement	<p>Build and maintain effective relationships with key internal and external stakeholders to communicate and collaborate for mutual benefit and organisational growth.</p> <p>Develop and implement the Museum’s public engagement strategy. This will include developing and maintaining a constantly expanding network of partners and stakeholders to enable the delivery of a world class customer experience.</p> <p>Oversee the activities of the Communications & Marketing Manager to ensure messaging is consistent across all media forums (Note: the Communications and Marketing Manager will have direct access to the Director for issues management and messaging).</p> <p>Ensure high quality customer service is provided at all times.</p> <p>Identify and implement strategic initiatives to improve public engagement and revenue generation opportunities.</p>
Visitor Services	<p>Lead and hold accountable the Visitor Services Manager for their area of responsibility. Work with them to identify and evaluate potential initiatives to increase visitor numbers.</p> <p>Review processes to measure and analyse visitor feedback to identify any areas of potential concern or future opportunity.</p>
Exhibitions Management	<p>Lead and hold accountable the Long Term Exhibitions Manager and the Temporary Exhibitions Manager in their respective areas of responsibility. Assist them in identifying and developing exhibition opportunities.</p> <p>Ensure all exhibitions are fit for purpose and meet the expectations of the general public. Be aware of potential areas of concern relating to current social, religious, ethnic and cultural views.</p>

Position Description

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Education, Evaluation and Development	<p>Lead and hold accountable the Education/Evaluation Manager and Development Manager in their respective areas of responsibility.</p> <p>Maintain relationships as appropriate with education services providers and the Ministry of Education to ensure the Museum continues to provide fit-for-purpose educational opportunities for students.</p> <p>Implement comprehensive customer research and evaluation programmes to ensure we know our customers (and identify potential customers) and respond to their needs.</p> <p>Regularly review possible development opportunities for the Museum in order to improve customer service, deliver new products, and increase revenues.</p>
People Capability & Organisational Leadership	<p>Develop and build an organisational culture underpinned by strong business, customer service and organisational values.</p> <p>Ensure effective recruitment and retention policies and practices are operating.</p> <p>Ensure effective performance planning and review processes and succession planning is being carried out.</p> <p>Ensure performance issues are being managed according to HR principles and practices to minimise the organisation's exposure to risk.</p> <p>Promote harmonious working relationships within the team and within the wider organisation.</p> <p>Provide a customer focused response to business requirements.</p> <p>Adhere to all organisational policies and procedures.</p>
Business & Operational Management	<p>Identify and create opportunities to foster initiative and innovation.</p> <p>Ensure quality assurance standards and procedures at the highest level possible are established and maintained, minimising risk to the business and providing optimal service delivery to customers/users.</p> <p>Lead continuous improvement initiatives.</p> <p>Ensure compliance with all statutory, regulatory and Board requirements.</p> <p>Ensure all necessary policies and procedures are in place, regularly reviewed and up-to-date, well known and adhered to by all employees.</p> <p>Ensure own and all staff records are filed for archiving.</p> <p>Operate on a 'no surprises' basis, up and down.</p>
Financial Management	<p>Manage financial performance for areas of accountability according to agreed targets.</p> <p>Prepare group annual plans and budget inputs. Produce monthly, quarterly and annual reports.</p> <p>Manage external funding applications for grant support of engagement projects</p>

Position Description

Area of Accountability	Expected Results
Professional Development	<p>Identify learning requirements and/or deficits and ensure objectives are set for further development of staff.</p> <p>Identify strengths and expertise of individuals and utilise such qualities.</p> <p>Participate in the selection of staff to ensure staff with the necessary skills and knowledge are recruited, taking into account current requirements and the skills considered necessary to meet long term business objectives.</p> <p>Identify your own learning requirements/deficits and develop a plan in conjunction with the Director to address these.</p> <p>Foster an environment conducive to learning, enquiry and research.</p> <p>Co-ordinate and participate in the induction and orientation of new staff, as appropriate.</p>
Cultural understanding of the Treaty of Waitangi	<p>Understand and have knowledge of the Treaty of Waitangi and its implications. Promote an awareness of ethnic and cultural differences, religious beliefs and obligations relating to the Treaty of Waitangi.</p> <p>Display cultural sensitivity and a willingness to work positively with organisational strategies to improve outcomes for Maori.</p> <p>Respect diversity of cultural and religious beliefs amongst staff and visitors.</p>
Health & Safety	<p>Ensure systems are in place to document and report accidents and incidents accurately in accordance with organisational policies.</p> <p>Ensure all accidents and reportable incidents occurring are reported.</p> <p>Take reasonable care that your own acts or omissions do not adversely affect the health and safety of other persons.</p> <p>Comply, as far as is reasonably able, with any reasonable instruction that is given to allow the organisation to comply with the Health and Safety at Work Act 2015 and its amendments.</p> <p>Co-operate with any reasonable policy or procedure relating to health or safety at the workplace that has been notified to staff and contractors.</p> <p>Ensure compliance with security requirements and be vigilant in all matters of security.</p> <p>Recognise safety hazards and initiate appropriate corrective actions.</p> <p>Attend fire and evacuation training and participate in drills as required.</p> <p>Participate in Health and Safety training as required.</p>
Other Duties	<p>Undertake other duties as reasonably requested by the Director from time to time. Perform such duties in a timely, accurate manner and in accordance with organisational policies and procedures.</p>

Position Description



Limitations of Authority

Operating Budget	Authorised to spend as per the delegations policy.
Capital Spend	Authorised to spend as per the delegations policy.
Staffing	Recruitment and/or dismissal of all staff must be approved by the Director.