



# CANDIDATE PACK

POSITION DETAILS	
REFERENCE NO	22406
TITLE	Manager, Digital Engagement
CLASSIFICATION	Executive Level 1
EMPLOYMENT TYPE	Non-Ongoing 12 months
WORKING HOURS	Full-time
OFFICE ARRANGEMENT	On-site with work from home considered
SALARY	\$121,756 - \$132,713 pa + 15.4% superannuation
SECTION	Digital
TEAM	Digital Engagement
ELIGIBILITY	<ul style="list-style-type: none"><li>• Australian Citizenship</li><li>• Security Clearance (after commencement)</li></ul>
CONTACT OFFICER	Anna O'Leary – 02 6270 8143
OPENING DATE	17 March 2026
CLOSING DATE	Monday 30 March 2026 (11:59pm)
SPECIAL NOTE	<p><b>This is a non-ongoing opportunity for a period of 12 months, with the possibility of ongoing.</b></p> <p>Suitable candidates may be placed in a merit pool from this selection process and the pool may be used to fill similar ongoing or non-ongoing roles. Non-ongoing vacancies filled from a merit pool may be offered as a specified term.</p>

## ABOUT US

The Museum of Australian Democracy (MoAD) at Old Parliament House is located inside a heritage-listed building that was once home to Australia's Parliament (1927 to 1988).

True to our building's original brief, we provide a 'people's place', where big ideas are explored.

We share the story of Australia's democracy through exhibitions, events and education programs, as well as through our rich online collection of stories, objects and resources.

At MoAD, we celebrate the Australian democratic journey. We seek to provoke thought and inspire conversation by sharing stories and objects that played a part in shaping the nation as it is today.

Careers at MoAD are varied, from human resource officers, exhibition curators, heritage officers and learning facilitators, to digital producers, finance officers and IT specialists. We are a small agency, working in a dynamic environment, sharing our democratic and political history in a heritage-listed building.

MoAD is an inclusive and rewarding workplace that values the contributions of all our staff. We encourage applications from First Nations Australians, people with a disability, culturally and linguistically diverse people and LGBTQIA+ people. We are committed to a safe and supportive workplace which includes flexible working practices.

MoAD employees are engaged under the [Public Service Act 1999](#) and are subject to the terms and conditions of employment in the [OPH Enterprise Agreement 2024-2027](#).

## POSITION DETAILS

The Digital team works collaboratively across the Museum to create engaging digital content for exhibitions, web, social media channels and events. The Digital Engagement Manager will lead the strategic development, project management and delivery of digital experiences to engage our online and onsite audiences.

You will provide strategic input to creative content development, business planning processes and reporting for the Digital Engagement section. You will manage two Senior Digital producers, vendors and project budgets.

This role is 50/50 strategic development and hands-on production, supporting the Senior Digital producers to deliver digital projects across the Museum and guiding their professional development. This is a highly strategic, creative, collaborative and varied role. Creative concepting, problem solving and relationship-building will be essential for the successful candidate.

A day in this role may include:

- Producing an interview with a [former prime minister](#)
- Overseeing a photo shoot of our collection objects, like [the boomerang](#) that was sent on the Space Shuttle Challenger
- Working with our curators to tell fascinating stories about Old Parliament House, like ['what are in the bins?'](#)
- Starring in a [social media video](#)
- Building Ikea furniture to create the 'Department of Memories' set for this year's Enlighten festival

- Writing a [rom-com spoof](#) about the love we have for democracy
- Debating whether it's Senate Chamber or Senate chamber
- Producing a soundscape for one of our interpreted rooms
- Creating [audio descriptions for](#) our political cartooning exhibition
- Monitoring trends and identifying opportunities for content creation
- Pitching a proposal to our Executive team
- Producing a video installation about all the ways you can participate in democracy for one of our exhibitions
- Donning a hard hat and hi-vis vest and walking on the roof to see where the old press gallery offices were located
- Live-streaming a [panel event](#)
- Supporting staff across the Museum to share their expertise on camera for our social channels
- Developing an editorial strategy to explore Australian democracy
- Sourcing innovative, creative and inspiring artists and suppliers to commission
- Using data to evaluate and assess the success of projects and inform new projects
- Managing procurement and budgets

## ROLE RESPONSIBILITIES AND DUTIES

Under the direction of the Head of Digital, the Manager, Digital Engagement will:

- Oversee the strategic development and production of digital experiences and content across the Museum's exhibitions, website, social channels and events.
- Manage two direct reports, contractors and vendors to deliver digital projects to drive digital presence and engagement
- Provide strategic and practical project advice, delivering creative, audience-focused digital content and experiences on time and within budget
- Use data to undertake critical evaluation of digital content (onsite and online), and to create a digital content offering which optimises audience growth and engagement.
- Collaborate with internal stakeholders to conceptualise, deliver and evaluate engaging content for digital products and channels, and build digital capacity across projects.

## OUR IDEAL CANDIDATE

Our ideal candidate will have:

- Demonstrate a well-honed ability to apply a strategic and creative audience focus to digital content, products and channels to enrich experiences and increase reach and engagement.
- Demonstrated experience in managing creative digital projects through ideation, development, review, delivery and maintenance.
- Demonstrated experience ideating, designing, developing, and delivering digital content for a wide range of audiences, and successfully pitching solutions to decision-makers.
- The ability to think strategically and act collaboratively to demonstrate digital leadership across the Museum.

- Exceptional written and verbal communication skills with the ability to communicate effectively with stakeholders at all levels of the organisation.
- Strong people and project management skills and experience coordinating multidisciplinary teams, developers, vendors, and internal stakeholders, to deliver complex projects on time, within budget and in accordance with government standards and policies.
- Strong understanding of digital and social media trends.

## YOUR APPLICATION

Please provide a:

- concise statement of claims of no more than 2 pages. When framing your statement, please ensure you adequately demonstrate your skills, qualifications, experience and capabilities.
- Resume outlining your career history, qualifications and contact details for at least two recent referees (no more than 4 pages).
- coversheet from the [MoAD Website](#).

MoAD accommodates requests for reasonable adjustment for people with disabilities to participate in an interview, including offering onsite tours to potential employees before their interviews to gauge any possible access barriers and to comfortably see staff spaces before committing to interview or the job position. Please indicate this in your cover sheet or contact the recruitment officer on 02 6270 8235 or 02 6270 8128.

## ELIGIBILITY

To be eligible for this position at MoAD, applicants must:

- be an Australian Citizen; and
- have a security clearance or be willing to undertake the process to obtain a baseline clearance (after commencement).
- be willing to provide identity documents and undergo an identity pre-employment check through a Document Verification Service, if you are deemed to be the successful candidate.

## SUBMISSION OF APPLICATION

Your application should be submitted by the closing date to [applications@moadoph.gov.au](mailto:applications@moadoph.gov.au)

For noting:

- Your application will be automatically acknowledged. If you do not receive an automated receipt, please contact 02 6270 8235 or 02 6270 8128 or email [recruitment@moadoph.gov.au](mailto:recruitment@moadoph.gov.au)
- Applications received after closing will not be accepted unless a prior arrangement has been made with the contact officer