Role Description

Research & Insights Officer

Department/Agency	Department of Creative Industries, Tourism, Hospitality and Sport/Museums of History NSW
Division/Branch/Unit	Directorate
Role number	51030330
Classification/Grade/Band	Clerk Grade 5/6
Senior executive work level standards	Not Applicable
OSCA Code	TBC
PCAT Code	TBC
Date of Approval	18 September 2026
Agency Website	http://www.mhnsw.au

Agency overview

Museums of History NSW brings together a portfolio of iconic museums, rich collections and heritage sites, the nation's oldest archive collection, vital recordkeeping services and expert staff.

We bring history to life by sharing the stories of our places and collections. Through the State Archives Collection, we manage NSW's official documentary heritage, supporting government transparency and the public's right to access information.

These two roles do not just sit side by side – they inform and enrich each other. By preserving and making accessible our places, collections and archives, we create opportunities for people to explore the past and better understand their own place in the world. By supporting lifelong learning and inviting people to come together, we promote civic literacy, empathy, wellbeing and belonging.
MHNSW also operates commercial services that contribute significantly to the organisation's sustainability, including retail, food and beverage, venue hire, commercial records storage, records management, digitisation and consultancy services.

We believe that history belongs to everyone. This is the promise and the purpose of MHNSW.

Museums of History NSW is a state cultural institution, established under the Museums of History NSW Act 2022. It is an agency of the NSW Department of Creative Industries, Tourism, Hospitality and Sport (DCITHS).

Primary purpose of the role

The Research & Insights Officer role coordinates and delivers audience research, evaluation, reporting and insights activities that informs organisational planning and decision making. The role also contributes to the delivery of priority projects for the Office of the CEO, and supports the functions of the Chief Audit Executive for Museums of History NSW.

Key accountabilities

- Coordinate and deliver timely research methods including survey design, data analysis, and preparing audience evaluation reports to assist in data-drive decision making.
- Assist in the preparation of internal reports, briefing materials and presentations for the Executive, Board and other key stakeholders.
- Manage and respond to general audience and data requests from internal and external stakeholders and maintain accurate records and reporting information.
- Assist with the administration and ongoing improvement of reporting systems, automation tools and AI-enabled processes to support efficient visitation and audience reporting.
- Provide project and administrative support for Office of the CEO initiatives, including research, coordination, monitoring and reporting activities.
- Provide administrative support for the Chief Audit Executive function, including maintaining audit documentation, monitoring actions and supporting implementation of the annual internal audit plan.
- Maintain and oversee data integrity, filing systems and corporate records in accordance with organisational policies and procedures.

Key challenges

- Managing multiple research, reporting and governance priorities, often within tight timeframes and in response to changing organisational and stakeholder requirements.
- Identifying and implementing improvements to reporting frameworks, data management practices, automation tools and AI-enabled processes while maintaining compliance with governance and recordkeeping requirements. .
- Building and maintaining productive relationships with internal and external stakeholders to gather information, respond to reporting needs, manage competing expectations and support organisational objectives.

Key relationships

Internal

Who	Why
Head, Insights & Effectiveness	• Receive guidance from and provide regular updates on projects, issues and priorities. • Provide administrative, operational and records management support. • Provide analysis, reports and recommendations to support planning, decision making and continuous improvement activities. • Coordinate information to support planning and decision making related to the Chief Audit Executive function. • Escalate emerging issues and provide updates on project progress, risks and priorities.
Marketing Team	• Collaborate with to coordinate delivery of audience insights. • Coordinate data collection and reporting requirements.
Programs Team	• Collaborate with to coordinate delivery of audience insights. • Provide analysis and insights to support program planning, review and continuous improvement.
Staff across the agency	• Assist with audience insight and reporting needs. • Consult and collaborate on data collection, reporting and evaluation activities.

Who	Why
	• Maintain effective interaction and co-operation with others across the organisation. • Develop and maintain collaborative and effective working relationships.

External

Who	Why
Staff with government agencies including cultural institutions	• Liaise with on industry trends and departmental audience strategies or priorities. • Collaborate with on cross-sector research opportunities.

Role dimensions

Decision making

This role:

- Takes active ownership of own work.
- Works autonomously within the context of agreed work plan and makes decisions under the guidance of the Head, Insights & Effectiveness.
- Prioritises own workload in order to meet deadlines and manage daily workload.
- Provides prompt and relevant information to internal and external stakeholders.

Reporting line

Head, Insights & Effectiveness.

Direct reports

Nil

Budget/Expenditure

Nil

Key knowledge and experience

- Advanced skills in Microsoft suite, including PowerPoint and Excel.
- Excellent internal stakeholder service, organisational skills and attention to detail, with the ability to prioritise and meet deadlines.
- Understanding and communication of data analysis.
- Experience with PowerBI or similar data visualisation and reporting tool.

Essential requirements

- Relevant tertiary qualifications in audience research or data analytics or a related discipline and/or equivalent demonstrated experience
- Ability to maintain a professional approach in dealing with stakeholders at all levels, exercising tact, discretion and diplomacy.
- Willingness to work across MHNSW sites and ability to travel to multiple locations as required.
- Demonstrated strong written and verbal communication skills, with the ability to present information and insights clearly to a range of audiences.
- Proven ability to work collaboratively with a range of internal and external stakeholders

- Experience in audience research and analytics to achieve organisational outcomes and KPIs.

Capabilities for the role

The NSW public sector capability framework describes the capabilities (knowledge, skills and abilities) needed to perform a role. There are four main groups of capabilities: personal attributes, relationships, results and business enablers, with a fifth people management group of capabilities for roles with managerial responsibilities. These groups, combined with capabilities drawn from occupation-specific capability sets where relevant, work together to provide an understanding of the capabilities needed for the role.

The capabilities are separated into **focus capabilities** and **complementary capabilities**.

Focus capabilities

Focus capabilities are the capabilities considered the most important for effective performance of the role. These capabilities will be assessed at recruitment.

The focus capabilities for this role are shown below with a brief explanation of what each capability covers and the indicators describing the types of behaviours expected at each level.

Capability group/sets	Capability name	Behavioural indicators	Level
 **Personal Attributes**	**Act with Integrity** Be ethical and professional, and uphold and promote the public sector values	• Represent your organisation in an honest, ethical and professional way • Support a culture of integrity and professionalism • Understand and help others to recognise their obligations to comply with legislation, policies, guidelines and codes of conduct • Report misconduct and inappropriate behaviour • Report and manage conflicts of interest and encourage others to do so	Intermediate
 **Relationships**	**Communicate Effectively** Communicate clearly, pay attention to others and respond with understanding and respect	• Tailor communication to suit the needs, backgrounds and perspectives of diverse audiences and address barriers to participation • Clearly explain complex ideas and arguments to individuals and groups • Create opportunities for others to contribute • Share information with other teams and business units to enable informed decision-making • Write clearly and concisely in a range of styles and formats • Use contemporary communication channels to share information, engage and interact with diverse audiences • Pay attention and encourage others to express their views	Adept

Capability group/sets	Capability name	Behavioural indicators	Level
 **Relationships**	**Work Collaboratively** Collaborate with others and value their contribution	• Encourage a workplace culture that values collaboration • Communicate with other teams to improve information sharing • Share lessons learned with other teams and business units • Identify opportunities to collaborate with stakeholders, including people with lived experience, to develop better processes and solutions • Actively use digital information platforms, collaboration tools and other digital technologies to share information and work with diverse audiences to solve problems and improve services • Consider diverse cultural perspectives to provide insights into collaborative work	Adept
 **Results**	**Think and Solve Problems** Think, analyse and consider the broader context to develop practical solutions	• Understand a problem or explore an opportunity by finding data that is relevant, trustworthy and high quality • Research and analyse information to make recommendations based on relevant evidence • Identify and find appropriate solutions for issues that may stop people from completing their tasks • Be willing to seek others' input and share your ideas to achieve best outcomes • Come up with ideas and identify ways to improve systems and processes to meet organisational and customer needs	Intermediate
 **Business Enablers**	**Technology** Understand and use available technology to maximise efficiencies and effectiveness	• Demonstrate a sound understanding of technology relevant to the work unit, and identify and select the most appropriate technology for assigned tasks • Use available technology to improve individual performance and effectiveness • Use records, information and knowledge management systems effectively • Support system improvement initiatives and new technology when it is deployed • Identify where technology or automation supports tasks, and raise issues when applications may be inappropriate or inaccurate	Intermediate

Complementary capabilities

Complementary capabilities are also identified from the Capability Framework and relevant occupation-specific capability sets. They are important to identify performance required for the role and development opportunities.

Note: capabilities listed as 'not essential' for this role are not relevant for recruitment purposes, however, may be relevant for future career development.

Capability group/sets	Capability name	Description	Level
 Personal Attributes	**Display Resilience and Courage**	Be open and honest, prepared to express your views, and willing to accept and commit to change	Intermediate
 Personal Attributes	**Manage Self**	Be persistent, self-reflect and commit to learning	Intermediate
 Personal Attributes	**Value Diversity and Inclusion**	Be inclusive and respect diverse backgrounds, experiences and perspectives	Foundational
 Relationships	**Commit to Customer Service**	Provide customer-focused services in line with public sector and organisational objectives	Intermediate
 Relationships	**Influence and Negotiate**	Gain consensus and commitment from others, and resolve issues and conflicts	Foundational
 Results	**Deliver Results**	Achieve results by using resources efficiently and committing to quality outcomes	Intermediate

Capability group/sets	Capability name	Description	Level
 Results	**Plan and Prioritise**	Plan to achieve priority outcomes and respond flexibly to changing circumstances	Intermediate
 Results	**Demonstrate Accountability**	Be proactive and responsible for your actions, and follow legislation, policy and guidelines	Intermediate
 Business Enablers	**Finance**	Understand and apply financial processes to achieve value for money and minimise financial risk	Foundational
 Business Enablers	**Procurement and Contract Management**	Understand and use procurement processes to ensure effective purchasing and contract performance	Foundational
 Business Enablers	**Project Management**	Understand and use effective ways to plan, coordinate and control projects	Foundational