

Role Description

Senior Producer, Creative Programs & Activations



Cluster	Department of Creative Industries, Tourism, Hospitality and Sport
Department/Agency	Museums of History NSW
Division/Branch/Unit	Programming & Experience \Division / Programming & Activations
Role number	TBC
Classification/Grade/Band	Clerk Grade 7/8
ANZSCO Code	272611
PCAT Code	1119192
Date of Approval	21 October 2025
Agency Website	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.

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

Create, develop and manage the delivery of public programs, workshops, live performance events including culturally diverse programs, kids and families' programs through community engaged practice, community partnerships and strategic partnerships to meet goals and vision for the activation of Museums of History NSW's brand, museums, exhibitions and collections and to generate visitation and income.

Key accountabilities

- Lead the creative development and production of public programs to meet audience engagement goals and visitation and income targets.
- Lead and manage project delivery including budgeting, scheduling, meetings, partners, contracting, planning, production, site operations, evaluation and reporting to ensure high quality delivery of public programs.
- Ensure the provision of technical solutions as well as technical and installation support, scheduling and resource coordination to support staff in the delivery of events and activities
- Develop effective interdepartmental relationships to secure involvement and support for program delivery.

- Research and engage suitable providers and partners to develop creative proposals and business plans building support for collaborative program delivery.
- Manage partner and provider relationships to support the delivery of programs and to negotiate and develop contracts for their involvement.
- Lead best practice in the delivery of public programs and events to encourage and develop audience engagement.
- Identify and pursue funding and partnership opportunities to support the ongoing development and delivery of programs across the agency's sites, online and partner locations.

Key challenges

- Finding the balance between the competing demands of creative vision, brand, curatorial voice and fragile heritage sites and the creation of a programming offer to provide a competitive product in a crowded market.
- Acting as liaison between and managing expectations and deliverables for MHNSW and providers and partner organisations to ensure goals and objectives are met.
- Negotiating, mediating and resolving the various and sometimes conflicting expectations of multiple stakeholders and project team requirements to meet deadlines and outcomes.

Key relationships

Internal

Who	Why
Head of Programming & Activations	• Receive guidance from and provide regular updates on projects, issues and strategic priorities. • Work collaboratively in the development, implementation and evaluation of major programs and partnerships.
Programming & Activations team	• Participate in forward planning to set long range agendas for a coordinated offering of activities. • Work collaboratively in the delivery of integrated multi-disciplinary projects
Producers & Associate Producers	• Lead, coach and motivate. • Manage the performance and development of individual reports. • Work collaboratively in the development, implementation and evaluation of major programs and partnerships.

External

Who	Why
Program providers, creative producers, production companies, artists, performers, creatives, other cultural institutions	• Liaise with and negotiate involvement in major programs to meet strategic objectives for audience development, visitation and income targets. • Solicit new partners providers and manage and enhance ongoing relationships with existing partners and supporters.
Key external stakeholders including Heritage and Industry peers, professional associations, and networks	• Consult, liaise and collaborate in support of the program. • Maintain a network of professional relationships and represent MHNSW at meetings, forums, functions and events.
Audiences, Community groups, general public, visitors and other stakeholders	• Develop and maintain audiences through delivering engaging programs that relate Sydney's story through the experience and discovery of its architecture and heritage.

Role dimensions

Decision making

This role:

- Takes active ownership of own work.
- Makes decisions on key program content its creative delivery and presentation to support strategies previously been approved by the Head of Programming and Activations
- Has a high level of autonomy and is accountable for the delivery of work and projects on time and to expectations in terms of quality deliverables and outcomes.
- Refers to supervisor for decisions that require change or fall outside standard guidelines and practice.
- Prioritises and manages multiple tasks and demands including matters with critical turnaround times.
- Maintains records through the appropriate archiving management of research through the agency's databases and systems.
- Plans, prioritises and meets strict deadlines and manages multiple projects simultaneously.
- Works both as part of a team and autonomously with limited supervision with changing priorities and pressured deadlines whilst maintaining a flexible and professional approach.
- Develops and fosters efficient lines of communication with all key stakeholders.

Reporting line

This role reports to the Head of Programming & Activations.

Direct reports

The following roles currently report to this role:

- Associate Producer, Public Programs
- Temporary Producers engaged to deliver grant funded public programs as required.

Budget/Expenditure

Nil

Essential requirements

- Relevant tertiary qualifications and 5 years or more experience in public programs or event management or in a creative producer role developing and delivering diverse programs for kids, families and adults across the NSW cultural sector.
- Ability to manage lifting, carrying, standing, kneeling and moving around heritage sites, both internal and external environments is a genuine occupational requirement.
- Willingness to work across and ability to travel to multiple work locations.

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.

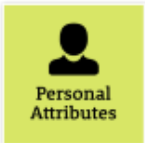
The capabilities are separated into focus capabilities and complementary capabilities.

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.

Focus capabilities

Capability group/sets	Capability name	Behavioural indicators	Level
 Personal Attributes	Display Resilience and Courage Be open and honest, prepared to express your views, and willing to accept and commit to change	• Be flexible, show initiative and respond quickly when situations change • Give frank and honest feedback and advice • Listen when ideas are challenged, seek to understand the nature of the comment and respond appropriately • Raise and work through challenging issues and seek alternatives • Remain composed and calm under pressure and in challenging situations	Adept
 Personal Attributes	Manage Self Show drive and motivation, an ability to self-reflect and a commitment to learning	• Keep up to date with relevant contemporary knowledge and practices • Look for and take advantage of opportunities to learn new skills and develop strengths • Show commitment to achieving challenging goals • Examine and reflect on own performance • Seek and respond positively to constructive feedback and guidance • Demonstrate and maintain a high level of personal motivation	Adept
 Relationships	Communicate Effectively Communicate clearly, actively listen to others, and respond with understanding and respect	• Tailor communication to diverse audiences • Clearly explain complex concepts and arguments to individuals and groups • Create opportunities for others to be heard, listen attentively and encourage them to express their views • Share information across teams and units to enable informed decision making • Write fluently in plain English and in a range of styles and formats • Use contemporary communication channels to share information, engage and interact with diverse audiences	Adept
 Relationships	Work Collaboratively Collaborate with others and value their contribution	• Encourage a culture that recognises the value of collaboration • Build cooperation and overcome barriers to information sharing and communication across teams and units • Share lessons learned across teams and units • Identify opportunities to leverage the strengths of others to solve issues and develop better processes and approaches to work • Actively use collaboration tools, including digital technologies, to engage diverse audiences in solving problems and improving services	Adept

	Deliver Results Deliver Results Achieve results through the efficient use of resources and a commitment to quality outcomes	• Use own and others' expertise to achieve outcomes, and take responsibility for delivering intended outcomes • Make sure staff understand expected goals and acknowledge staff success in achieving these • Identify resource needs and ensure goals are achieved within set budgets and deadlines • Use business data to evaluate outcomes and inform continuous improvement • Identify priorities that need to change and ensure the allocation of resources meets new business needs • Ensure that the financial implications of changed priorities are explicit and budgeted for	Adept
	Plan and Prioritise Plan to achieve priority outcomes and respond flexibly to changing circumstances	• Consider the future aims and goals of the team, unit and organisation when prioritising own and others' work • Initiate, prioritise, consult on and develop team and unit goals, strategies and plans • Anticipate and assess the impact of changes, including government policy and economic conditions, on team and unit objectives and initiate appropriate responses • Ensure current work plans and activities support and are consistent with organisational change initiatives • Evaluate outcomes and adjust future plans accordingly	Adept
	Project Management Understand and apply effective planning, coordination and control methods	• Understand all components of the project management process, including the need to consider change management to realise business benefits • Prepare clear project proposals and accurate estimates of required costs and resources • Establish performance outcomes and measures for key project goals, and define monitoring, reporting and communication requirements • Identify and evaluate risks associated with the project and develop mitigation strategies • Identify and consult stakeholders to inform the project strategy • Communicate the project's objectives and its expected benefits • Monitor the completion of project milestones against goals and take necessary action • Evaluate progress and identify improvements to inform future projects	Adept



Manage and Develop People

Engage and motivate staff, and develop capability and potential in others

- Collaborate to set clear performance standards and deadlines in line with established performance development frameworks
- Look for ways to develop team capability and recognise and develop individual potential
- Be constructive and build on strengths by giving timely and actionable feedback
- Identify and act on opportunities to provide coaching and mentoring
- Recognise performance issues that need to be addressed and work towards resolving issues
- Effectively support and manage team members who are working flexibly and in various locations
- Create a safe environment where team members' diverse backgrounds and cultures are considered and respected
- Consider feedback on own management style and reflect on potential areas to improve

Intermediate

Complementary capabilities

Complementary capabilities are also identified from the Capability Framework and relevant occupation-specific capability sets. They are important to identifying 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	Act with Integrity	Be ethical and professional, and uphold and promote the public sector values	Intermediate
 Personal Attributes	Value Diversity and Inclusion	Demonstrate inclusive behaviour and show respect for diverse backgrounds, experiences, and perspectives	Intermediate
 Relationships	Commit to Customer Service	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	Intermediate
 Results	Think and Solve Problems	Think, analyse and consider the broader context to develop practical solutions	Intermediate
 Results	Demonstrate Accountability	Be proactive and responsible for own actions, and adhere to legislation, policy and guidelines	Intermediate
 Business Enablers	Finance	Understand and apply financial processes to achieve value for money and minimise financial risk	Intermediate

	Technology	Understand and use available technologies to maximise efficiencies and effectiveness	Intermediate
	Procurement and Contract Management	Understand and apply procurement processes to ensure effective purchasing and contract performance	Intermediate
	Inspire Direction and Purpose	Communicate goals, priorities and vision, and recognise achievements	Intermediate
	Optimise Business Outcomes	Manage people and resources effectively to achieve public value	Foundational
	Manage Reform	Support, promote and champion change, and assist others to engage with change	Foundational