

# JOB DESCRIPTION



<b>JOB TITLE:</b>	<b>Director, Rotorua Museum of Art &amp; History (Te Whare Taonga O Te Arawa)</b>
<b>RESPONSIBLE TO:</b>	<b>Group Manager, Economic &amp; Regulatory Services</b>
<b>RESPONSIBLE FOR:</b>	<b>Deputy Director Head of Education Visitor Services and Retail Manager Sales &amp; Marketing Manager Business Support Officer</b>
<b>POSITION PURPOSE:</b>	<ul style="list-style-type: none"> <li>• To provide effective professional leadership and management to the Rotorua Museum of Art and History with the goal of positioning the Museum as New Zealand's leading Regional Museum and Gallery.</li> <li>• To lead the strategic development of the museum whilst ensuring the continuous delivery of an outstanding museum service to the residents of Rotorua District and their visitors.</li> <li>• To ensure the museum retains its position as a "must-see" visitor attraction in the Rotorua market, with growing visitor numbers, increased revenue from all sources resulting in a reduced net cost of service to the Rotorua community.</li> </ul>

## Important Functional Relationships:

### Internal

Group Manager, Economic & Regulatory Services  
 Chief Executive  
 Departmental Heads and Extended Management Team  
 Mayor and Councillors  
 Staff of Rotorua Museum

### External

Museum sector leaders  
 Tourism industry leaders  
 Whanau, hapu and tribal leaders of Te Arawa  
 Te Pukenga Koeke o Te Whare Taonga o Te Arawa  
 Rotorua Museum Centennial Trust  
 Friends of Rotorua Museum Executive Committee  
 Collectors, donors, potential donors  
 Local communities and representative groups  
 Sponsors, stakeholders and supporters  
 Central Government representatives

## Person Specification:

The following attributes and experiences are sought for this position:

- A tertiary degree in an appropriate discipline such as Museum Studies, Business Management, Tourism Management, Marketing.
- A post-graduate qualification is desirable.
- Experience in the areas of Art, Culture and Heritage would be an advantage.
- Demonstrated experience in the operation and/or product development and sales of a tourism operation would also be an advantage.
- The ability to speak with authority and confidence in public.
- Excellent written communication skills.
- Strategy and Vision: Ability to develop a vision and strategic goals for the Museum and to communicate these to a wide range of audiences and stakeholders.
- Motivation: Ability to inspire others to share in a common vision and work collectively to achieve it.
- Leadership: Excellent interpersonal communication skills, including the ability to present clear vision and direction, to motivate others and to work successfully as part of a team.
- Managing People: Experience of managing people at work in a dynamic and visitor-focused environment.
- Negotiation: Ability to negotiate contracts and agreements with staff, business partners, contractors, purchasers, suppliers of goods and services, iwi representatives and government agencies.
- Networking: Ability to establish extensive personal networks within Council, with community leaders, with government agencies and political leaders, and with museum leaders in New Zealand and internationally.
- Financial Management: Ability to successfully manage and be accountable for significant budgetary resources.
- Tourism Marketing: An understanding of the tourism industry and the ability to position the Museum as a key component of the Rotorua tourism product offering.
- Income Generation: Ability to focus on opportunities for value added income generation that broadens the funding base of the Museum.
- Fundraising: Ability to develop a comprehensive fundraising strategy and to co-ordinate its implementation in a sustained and strategic manner.
- Change Management: An ability to work with a team of dedicated individuals through a the phases of change management required to allow the Museum to reach its business plan objectives.

## Specific Duties:

The Director of Rotorua Museum will be responsible for:

- Demonstrating strategic leadership and understanding of the museum sector as it relates to Rotorua and advising Council and key stakeholders accordingly.
- Growing the Museum business and achieving targets for visitor numbers, earned revenue and reductions in net cost of service to Council as stated in the Museum Business Plan.
- The management, supervision and development of Rotorua Museum staff including support, organisation and training within such policies and responsibilities as set out by the District Council.
- Directing, monitoring and evaluating the on-going business plans of the Museum cost centre in accordance to agreed key performance targets and measures.
- Working closely with Te Pukenga Koeke o Te Whare Taonga o Te Arawa to ensure that the expectations and aspirations of whanau and hapu of Te Arawa in respect of their taonga in the care of the Museum are realised.
- Working in close liaison with the Chair and Trustees of the Rotorua Museum Centennial Trust on Trust-led projects to improve and develop the infrastructure of the Museum.
- Working closely with the President of the Friends of Rotorua Museum, and as a member of the Executive Committee of the Friends, to ensure a sustainable and vibrant member organisation exists to support the aims and objectives of the Museum.
- Ensuring the activities of the Museum are carried out successfully using best practice business principles and methods at all times.
- Representing the Museum and Council, both within New Zealand and internationally, in a manner that brings credit to the reputation of both organisations.
- The preparation of reports, reporting to and attendance at meetings of Council, Council Committees, Extended Management Team, and Te Pukenga Koeke o Te Whare Taonga o Te Arawa as appropriate.
- The preparation of annual estimates and control of income and expenditure to the approved budget. In addition, the maintaining of such procedures that ensure the administrative responsibility for this function is properly carried out.
- Contributing to the management of the Economic and Regulatory Services Group in conjunction with other divisional managers; providing effective input into interdepartmental initiatives.
- Monitoring risk associated with Museum activities and ensuring that risk is mitigated and managed in accordance with best practice.
- Ensuring that processes are in place to ensure the long term sustainability of the assets of the Museum.
- Ensuring that appropriate plans and procedures are in place to enable the continuity of the Museum business in the event of unexpected disruption to normal operations.
- Keeping the Group Manager, Economic & Regulatory Services informed on all matters pertaining to the responsibilities of the role.
- Such other duties as directed from time to time by the Group Manager, Economic & Regulatory Services or the Chief Executive.
- Being a Lean Thinking champion to lead the team through the change management processes required to implement the customer focused lean approach and maintaining momentum in the delivery of continuous improvement