1. Position Details

*Title:* Activations Development Manager

*Reports to:* Senior Manager Visitor Commercial and Events

*Location:* Melbourne Zoo

*Salary:* Band 5

*Tenure:* 10 months Fixed term

*Employment Type:* Part-time (0.6 FTE)

##### 2. Context

Zoo Victoria operates world-class zoos on three sites: Melbourne Zoo, Healesville Sanctuary and Werribee Open Range Zoo. Our 2030 Strategy underpins all that we do and includes our moral purpose, values and key focus areas:

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| **MORAL PURPOSE**  Fighting Extinction and creating a future rich in wildlife | | | | | | |
| **VALUES** |  | Always Compassionate | | |  | Always Curious |
|  | Always Optimistic | | |  | Always Inclusive |
|  | Always Trustworthy | | |  | Always Calm |
|  | | | | | | |
| **FOCUS** | Working for  Wildlife | |  | Connecting Community  with Nature | | |
|  | | | | | |
| Creating  Special Places | |  | Thriving, Ethical  Business | | |

**3. Purpose Statement**

The Activation Development Manager will lead the development of Visitor Activations and Visitor Programs through the ideas and preparation phase of the Project Management Framework to engage visitors in the Zoo’s conservation programs and drive behaviour change through innovative experiences. The incumbent will ensure that a visitor-centric approach and behaviour change theory are used to develop experiences that align with the Zoo’s vision of being a world-leading zoo-based conservation organisation.

The Activation Development Manager provides the development and preparation of Activations and Experiences at Melbourne Zoo and is responsible for:

* Developing Project Mandates and Project business cases (and associated documentation as required within the Project Management Framework) for Melbourne Zoo’s implementation of the Visitor Must-sees and Programs in line with the Zoos Victoria approval timelines.
* Driving the delivery of a conservation-based experience, leading cross-functional teams to meet community conservation action targets through innovative visitors’ experiences
* Managing the development of onsite Activations and Programs showcasing the Zoo’s conservation programs so that visitors leave with a high awareness that the Zoo is Fighting Extinction and what they can do to help
* Ensuring all Activations and Programs align with the Zoo’s connect-understand-act model
* Assist with new exhibit interpretation associated with Capital Projects, new animal exhibits, Visitor projects and programs
* Assist with interpretive frameworks and key narratives for the precincts and exhibits as part of the Melbourne Zoo Master Plan
* Writing interpretive plans and project brief to engage contractors in the design, fabrication and installation of community conservation campaigns, Visitor Activations and Programs

The Activation Development Manager will work closely with the other managers within the Visitor Experience department to maximise opportunities for visitation growth and engagement across the entire Visitor Experience Department.

**4. Reporting Lines**

**5.Accountabilities**

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| **Accountabilities** |
| Leadership: *Lead the development of Melbourne Zoo Activations and Programs to ensure exceptional visitor experiences in all areas by:*   * Engaging stakeholders as part of the Project management Framework * Participating in and leading PCGs * Reporting progress and identifying risk * Participate as a member of the MZ Visitor Experience Team and as a member of the Zoos Victoria Leadership Team |
| 1. **Operations:**   *Grows the opportunities to engage visitors in conservation by:*   * Developing ‘call-to-action’ interpretive experiences and media across Melbourne Zoo * Leading the development of Visitor Activations and Programs onsite.. * Writing interpretive plans and projects briefs to engage contractors and designers to deliver Visitor Activations and Programs outcomes * Bring together multi-disciplinary project groups to ensure all Activations and Programs reflect the priority conservation projects. |
| 1. **Finances:**   *Ensure that the Visitor Activations and Programs meet financial sustainability objectives by:*   * Developing and managing recurrent budgets to ensure funds are allocated to priority areas. * Develop and manage other project budgets including capital and small project budgets. |
| 1. **Stakeholder Relationships:**   *Establish and maintain strong relationships with internal and external partners that enable Melbourne Zoo to deliver high quality experiences by:*   * Developing and maintaining effective relationships with other similar tourism institutions and stakeholders and media that enhance visitor program opportunities, standards and facilitate innovative experiences * Building relationships with professional industry organisations * Building and maintaining strong, positive relationships with a range of external consultants such as designers, architects, fabricators and sculptors used to develop and deliver onsite experiences |
| 1. **Safety**   *Work within the Safety Circle by:*   * Ensure that staff are coached to work within the Safety Circle * Encourage a speak up culture * Report incidents within 24 hours of occurrence * Actively monitor workplace to identify hazards and take appropriate action to rectify if hazards are found |

**6. Selection Criteria**

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| **Details** | **Essential** |
| Qualifications | * Qualifications or extensive experience in interpretive planning and delivery in a zoo, museum or similar setting |
| Skills & Knowledge | * High level of writing and editing skills * Highly developed organisational skills * Ability to work in, and lead cross-functional teams * Strong financial drive including proven experience effectively managing recurrent and project budgets |
| **Experience** | * Extensive experience with developing and delivering a range of experience media including graphics, multimedia, sculpture, interactives and face to face interpretation, with an emphasis on facilitating wildlife conservation outcomes. * Demonstrated experience in writing interpretive plans and project briefs. * Experience developing experiences that aim to influence visitor values and behaviours, preferably in a conservation setting |