



## **DIRECTOR PUBLIC PROGRAMS**

**Classification: PESES 1**

**Three-Year Fixed Term Contract  
(Full-Time)**

VERSION	3.0		
APPROVED BY PEOPLE AND CULTURE	GEN MAGUIRE	GMAGUIRE	06//01/2026
APPROVED BY CHIEF EXECUTIVE OFFICER	DEAN LEE		06/01/2026

## THE SHRINE OF REMEMBRANCE

The Shrine of Remembrance is Victoria's pre-eminent memorial to the service and sacrifice of Australians in times of war and peacekeeping. It is a building with a soul, featuring the stories of extraordinary people whose efforts and experiences helped shape, and continue to shape, our nation.

A Melbourne icon, the Shrine is consistently ranked among the nation's leading visitor attractions. A nationally significant museum beneath the memorial supports enhanced exhibition, education and learning programs to engage over one-million people each year. In 2025 the Shrine was awarded the Gold Award for Cultural Tourism in the Australian Tourism Awards.

## CHARTER, VISION, MISSION AND VALUES

### Charter

The objectives of the Shrine of Remembrance are defined in the *Shrine of Remembrance Act* (1978), as are the duties of the Trustees, which are:

1. responsibility for the care, management, maintenance, preservation of the Shrine of Remembrance;
2. the development, promotion, management and the staging of ceremonial activities and events to commemorate the service and sacrifice of Victorians and Australians in war, conflict, peacekeeping and peace-making, including, but not limited to, wreath laying and other ceremonial or commemorative activities; and
3. the development, promotion, management and implementation of public programs to inform, education and promote understanding among Victorians and visitors about the history, experience, service and sacrifice of Victorians and Australians in war, conflict, peacekeeping, and peace-making, including, but not limited to, exhibitions, lectures, publications, school learning and outreach programs.

### Purpose

To be a memorial to honour the service and sacrifice of Victorians and Australians in war, conflict, peace-making and peacekeeping, and as a place of national, state and cultural significance.

### Vision

To be the most special place at which to reflect on the way of life we value, defended by the service of so many.

### Mission

We will memorialise those who have served in war, peacemaking and peacekeeping, engaging through education and storytelling. We will be acknowledged for our leadership and cultural significance.

### Values

The Shrine will adhere to, and be known for, the values of integrity, loyalty, service, respect and inclusion.

## THE OPPORTUNITY

- The Director Public Programs (DPP) leads a multi-disciplinary team of professionals to deliver museum, education and learning programs that engage Victorians and visitors in commemoration.
- The role responds directly to Objective 3 (above) and requires an individual of outstanding character and aptitude experienced in people management and capable of leading subject matter experts in the development and delivery of: high quality interpretative exhibitions, collection development and preservation, student education and public engagement programs.
- The DPP is one of three directors within the organisation and exercises considerable influence in shaping the Shrine's standing in the community—and in directing its future.

## **ORGANISATIONAL RELATIONSHIP**

The DPP reports directly to the CEO and is responsible for the management and performance of the Public Programs directorate and its constituent members as represented in the Shrine Organisational Chart. Direct reports include the Curator: Exhibitions and Collections, Curator: Exhibitions, Education and Volunteer Manager and Production Coordinator. As a member of the Leadership Team the position also exercises executive influence across the organisation in developing and determining delivery of programs.

## **DUTIES SPECIFIC TO THE POSITION**

- Conceive, plan, coordinate and collaboratively lead delivery of public education and learning programs that engage Victorians and visitors in commemoration.
- Develop, manage and hold accountability for directorate budget.
- Continuously improve and maintain standards of excellence in research, interpretation, collection and loans management, galleries management, curriculum-aligned education programs and public engagement activities.
- Produce annual Special Exhibitions to engage identified audiences in support of the Shrine's Vision.
- Develop and deliver high-quality outreach programs in regional Victoria.
- Program and direct production of digital content utilising archival and new materials to serve digital engagement goals.
- Produce interpretative content, presentations and publications to support and promote the Shrine's standing as a leading cultural heritage institution.
- Identify and secure grant funding, foster key relationships and manage grant acquittals in support of approved programs.
- Direct the development and function of the Shrine's volunteer program (including Young Ambassadors) and allocate resources to ensure volunteers are supported with appropriate training and mentoring to enhance delivery of on-site interpretation to school groups and visitors.

## **KEY OUTCOME AREAS**

- The Shrine effectively and efficiently delivers the approved program of public programs to the highest standard in accordance with the Board's objectives and approved strategic and operational plans, policies and budgets.
- Exhibition patronage, student participation, digital engagement and visitor satisfaction objectives are met or exceeded.
- The Shrine conforms with and maintains industry best practice standards; its collection and loans are appropriately documented, housed and preserved; and the requirements of the Museums Australia accreditation program are met and maintained.
- Management practices and actions reflect the Shrine's values, contribute to agreed organisational goals, are consistent with contemporary workplace values, community expectations, statutory requirements.

## **CORPORATE RESPONSIBILITIES**

- The DPP is required to comply with the Victorian Public Sector Code of Conduct and all Shrine policies and procedures; and take reasonable care to protect their own health and safety and the health and safety of others in the workplace. All staff are required to immediately report any incidents, hazards or near misses to the relevant supervisor and actively participate in hazard elimination as required.

## **COMMUNICATION**

- The DPP will employ a range of communication skills and resources including formal and informal verbal and written methods to establish and develop effective, timely and respectful communication with all stakeholders at all times.
- The DPP will establish, maintain and develop positive professional communications and working relationships within the Leadership Team and with Trustees; Life Governors and Governors; other members of Shrine Committees; staff; volunteers; related research and cultural institutions; contractors and service providers; members of the public; ex-service

associations, especially RSL and Melbourne Legacy; local, state and federal government agencies, their employees and suppliers; and various direct service providers.

## **SELECTION CRITERIA**

### **Essential**

- Highly developed Emotional Intelligence and a demonstrated capacity to lead and manage multi-disciplinary creative teams; the ability to work independently and with others and as a part of a team.
- High-level verbal and written communication skills: particularly the ability to write clear project proposals, procedures and policies; make public presentations and prepare professional submissions (including competency in Microsoft Office);
- Highly developed interpersonal, negotiation and liaison skills, including the ability to relate to people at all levels.
- Proven project and budget management aptitude and experience.
- Empathy for the objectives of the Shrine of Remembrance.
- Proven capacity to direct sequential projects to achieve agreed deadlines.
- Appropriate tertiary qualifications, and substantial relevant experience in a related field.