



Position Description – Digital Content Coordinator

About Arts Centre Melbourne

Beneath our iconic Spire, in Hamer Hall and at the Sidney Myer Music Bowl, we showcase the best of Australian and international performing arts. We're proudly the home of our flagship Resident Companies – The Australian Ballet, Melbourne Symphony Orchestra, Melbourne Theatre Company and Opera Australia – and a range of presenters who collectively bring our stages and spaces to life. Together with our own program of performances, events and activities we offer a diversity of audiences a distinctly multidimensional approach to participation, education and entertainment.

Our values describe behaviours we will demonstrate in all our interactions:

- **Leadership** – courage and conviction.
- **Creativity** – a boundless imagination.
- **Care More** – a place for everybody.
- **Community** – working together.

About the Pillar

The Customer Experience team ensures that Arts Centre Melbourne places the customer first by creating and delivering experiences of unique value. The team is accountable for delivering an integrated end-to-end customer journey that provides a remarkable experience each and every time. The team deliver success in our customer focused business functions of Ticketing, Marketing, Food & Beverage, Strategic Communications, Car Park, Retail, Guided Tours and Front of House customer service. We are the largest team in the organisation with over 450 people.

The Customer Engagement team is responsible for maximising community engagement in Arts Centre Melbourne's enriching experiences. Through the delivery of compelling campaigns and content and the facilitation of seamless digital experiences, the team attracts and engages existing, new and diverse customers with our brand, artists, products, experiences and services.

About the Position

Primary Purpose	Manage Arts Centre Melbourne's social media presence and provide support to the Marketing team on a variety of campaigns and projects.
Reports to	Content and Community Manager
Direct Reports	N/A

Key Relationships	<p><i>Internal:</i> Programming, Presenter Services, Strategic Communications, Philanthropy, External Engagement, IT, Finance, HR, Customer Engagement Team</p> <p><i>External:</i> Customers, Presenters, Venue Hirers, External Media and Creative Agencies, Artists, Producers, Precinct Organisations, Industry and Community Organisations</p>
Position Type	Fixed term until 26 June 2020
Salary Classification	<p>Band 2.3.26 - \$66,140.10</p> <p>SGA Employee under the Arts Centre Melbourne Enterprise Agreement 2018</p>
Other	<p>Satisfactory completion of a National Police Check required</p> <p>You will hold valid working rights in Australia (subject to verification)</p>

Key Criteria	
Qualifications	Tertiary qualification in Communications, Marketing, Digital Media, Journalism or equivalent transferable skills
Experience	<ul style="list-style-type: none"> • Demonstrated experience in effective written communication including copywriting, proof reading and editing • Experience coordinating and supporting internal and external stakeholders on marketing/communications activities with a focus on social media • Must have a sound knowledge of social media channels and digital marketing platforms • Ability to plan, prioritise and organise work in a timely manner • Excellent attention to detail • Photoshop and video editing skills highly regarded but not necessary

Accountabilities

- Under the broad direction of the Content and Community Manager, execute the strategic framework for social media management to ensure goals and KPIs are met
 - In line with our Content Strategy objectives, grow Art Centre Melbourne's social media following and engagement across our channels
 - Manage Art Centre Melbourne's social media schedule across multiple active channels
 - Lead content creation opportunities and distribution for all Art Centre Melbourne presentations and commercial presenter events
 - Deliver creative and engaging content across Art Centre Melbourne's social media channels, ensuring brand identity is maintained
 - Tactical work under the guidance of the Content and Community Manager to achieve channel growth
 - Source, gather and create social media content of Arts Centre Melbourne related events, presentations, promotions and activity to provide new and engaging content for our channels
 - Attend publicity events to ensure social media coverage of our events
 - Assist the Online team with developing copy for website and eDMs, ensuring consistency of voice across platforms
- Strategic communications, best practice and stakeholder management
 - Oversee and moderate cross-platform community management across our social media channels
 - Lead crisis communications on social media by identifying, flagging and managing reputational risks with the Head of Marketing and Executive team as required
 - Provide advice on social media best practice management and Art Centre Melbourne's social media policy to internal departments and external suppliers as required
 - Develop and maintain positive, productive and respectful relationships with internal and external stakeholders
- Reporting and analysis across social media
 - Produce social media reports for marketing campaigns
 - Provide ongoing channel data analysis and reports as required
- Administrative support to the Content and Community Manager and Marketing team
 - Assist the Content and Community Manager with content planning and creation including ideation and delivery of interviews, photography, videography etc.
 - Under the guidance of Marketing Campaign Managers, manage end-to-end campaigns and specific projects for Arts Centre Melbourne presentations and commercial presenter events

Decision Making

- Under the broad direction of the Content and Community Manager, the Digital Content Coordinator will be responsible for the support and delivery of specified projects. A broad degree of autonomy will be required to complete project work.
- Be required to balance the often competing enquiries and immediate demands of internal and external stakeholders. You will represent the interests of Arts Centre Melbourne in managing these relationships.

Working environment/physical requirements

- Undertake general office work with a strong emphasis on the use of computers and digital technology.
- May be required to be on site/attend events outside of work hours (including evenings, weekends and public holidays) from time to time.
- Be required to undertake the tasks and requirements detailed in the relevant job task analysis.
- Potentially work in an underground office environment.
- Be required to be on site/attend events outside work hours from time to time.
- Work hours in accordance with your employment type and the Arts Centre Melbourne Enterprise Agreement 2018.