



SOCIAL MEDIA COORDINATOR (ASIA TOPA FESTIVAL)

Position Description

The Pillar

The Destination and Audience Pillar 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. We deliver success in our customer focused business functions of Front of House, Ticketing, Marketing, Food & Beverage, Strategic Communications,

Car Park, Retail and Guided Tours. We are the largest team in the organisation with over 450 people.

The Marketing 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.

The Role

Asia TOPA is Arts Centre Melbourne's flagship program of Asia Pacific performance and engagement. As well as its major triennial festival in early 2025, Asia TOPA holds year-round events that engage and build broad audiences.

This role manages Asia TOPA's social media channels including paid campaigns, and supports content ideation and creation for brand, event and festival activities to drive strong customer engagement, during the Festival Campaign.

Type	Fixed-term Part-time 4 months (September – December), full-time 3 months (January – March)
Reports to	Content and Community Manager
Direct Reports	N/A
Salary/Hourly Rate	ACM Enterprise Agreement 2022 Band 3.1
Key Relationships	<i>Internal:</i> Content, Marketing, Programming, Presenter Services, Collections, Strategic Communications, External Engagement, IT, Finance, People, Customer Service, Customer Innovation. <i>External:</i> Customers, Presenters, Venue Hirers, Media and Creative Agencies, Artists, Producers, Precinct Organisations, Industry and Community Organisations.
Delegation	Financial and people delegations as per current policy
Location	Arts Centre Melbourne premises (subject to potential relocation)
	Satisfactory completion of a National Police Check required You will hold valid working rights in Australia (subject to verification)

KEY CRITERIA

Your capabilities

- **Change Agility** – you work well in an environment characterised by high levels of change: adapting, learning and applying skills quickly.
- **Sustainable Creative Practice** – you create and choose from a number of strategic options and make decisions to deliver the most impactful strategic outcome.
- **Collaboration** – you work with others to achieve outcomes – involving the right skill, perspectives, abilities and expertise.
- **Accountability** – you achieve required goals and outcomes both personally and for the organisation.
- **Coaching** – you continuously develop yourself and others.
- **Being Inclusive** – you act in a way that is inclusive and provides an environment of access and equity

Your qualifications and experience

- Tertiary qualification in Communications, Marketing, Digital Media or equivalent transferable experience
- Social media platform management, with a focus on Facebook, Instagram
- Experience implementing and optimising paid social ad campaigns via Meta Business Suite
- Highly proficient written communication skills including copywriting, proofing and editing
- Experience planning and implementing social media campaigns within a Festival context
- Experience delivering social content that engages culturally and linguistically diverse audiences
- Understanding of multicultural communication practices
- Experience with Asia-Pacific culture and communities
- Experience ideating and developing content ideas
- Experience working with social media content creators and/or influencer agencies highly regarded
- Experience in arts and cultural sector highly regarded
- Ability to plan, prioritise and organise work in a timely manner
- Excellent attention to detail
- Design (Photoshop) and in-app video editing skills desirable.

In the role you will

Accountabilities:

- Collaborate with Arts Centre Melbourne's Content team to deliver Asia TOPA's social media content
- Oversee Asia TOPA's social media schedule across multiple active channels
- Implement paid social media campaigns across in Meta Business Suite
- Contribute to the growth of social media followers and engagement across Asia TOPA's channels
- Lead content creation opportunities and distribution for Asia TOPA shows, events and experiences

- Deliver creative and engaging content across social media channels, ensuring brand identity is maintained
- Source, gather and create social media content at Asia TOPA events
- Manage purchase order reconciliations for Facebook Ad campaigns
- Develop and maintain positive, productive and respectful relationships with internal and external stakeholders.
- Provide social media reports to deliver insights and analysis on campaigns and objectives
- Post campaign and government reporting delivered accurately and within timelines.
- Support the Content and Community Manager and Festival Marketing Manager in achieving strategic content goals:
 - Share accountability for the quality, accuracy and performance of social media platforms
 - Identify social media platform issues and initiate improvements or escalation if required.
- Retain collaborative relationship with Asia TOPA partners and agencies:
 - Provide advice on social media best practice and opportunities for stakeholders
 - Liaise with internal teams to ensure promotional activity meets brand and content guidelines
 - Collaborative relationships built with internal stakeholders and team members
 - Positive partnership project delivery with presenter and promoters
 - Projects are completed on time and objectives met.

Decision making:

- Under broad direction of the Content and Community Manager, be responsible for the delivery of specified projects and tasks. A degree of autonomy will be required.
- Successfully prioritise workload and tasks assigned. Be required to balance the often competing enquiries and immediate demands of internal and external stakeholders.
- Resolution of project or work activity is undertaken with a level of judgement and assessment in determining approach. More complex issues to be escalated to the Community & Content Manager.

Systems:

- High-level competency with Falcon, Facebook Business Manager, Instagram, Twitter, TikTok.

Working environment/physical requirements:

- Undertake general office work with a strong emphasis on the use of computers and digital technology.
- Will be required to be on site/attend Asia TOPA events outside of work hours (including evenings, weekends and public holidays).
- Required to be on site/attend Asia TOPA festival in February-March 2025.
- Work hours in accordance with your employment type and the Arts Centre Melbourne Enterprise Agreement 2022.

You demonstrate our values

- **Leadership**
- **Creativity**
- **Accountability**
- **Equity & Inclusion**

Last reviewed July 2024