



Digital Content Coordinator

About Arts Centre Melbourne

Situated in the heart of Melbourne's cultural precinct, the Arts Centre Melbourne presents world-class performing arts in a year round exciting program. Experience Australia's best performing arts companies and exceptional international productions, alongside celebrations of comedy, cabaret and popular music.

Our values describe behaviours we will demonstrate in our interactions with Visitors, Presenters, Government and each other: Leadership, Community, Care More and Creativity.

About the Business Unit

The purpose of Collections is to enrich and inspire diverse audiences through the understanding and enjoyment of Australian performing arts history.

The objectives of the Business Unit are:

- To be Australia's leading museum for the performing arts, and create a world class venue to showcase the Performing Arts Collection.
- To demonstrate excellence in the care, development, preservation, documentation, and display of the Performing Arts Collection
- To provide our audiences with meaningful experiences through dynamic exhibitions and public programmes, and innovative digital engagement.
- To recognise and celebrate our diverse communities and their role in the visual and performing arts
- To support contemporary practitioners through active collecting, exhibiting and commissioning

About the Position

Primary Purpose

The role develops, maintains and supports digital content and platforms for onsite exhibitions, and other projects as required, related to the Arts Centre Melbourne's State Collection of the Performing Arts and the Public Art Collection.

Reports to

Collections Programs and Engagement Manager

Direct Reports

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Key Relationships	<p>Internal</p> <p>ACM Collections team, IT team, Finance team, Marketing and Communications team, Programming team, Welcome team, Governance team</p> <p>External</p> <p>Web and other digital agencies and suppliers including Lumicom, Axiell and other industry organisations and professionals</p>
Position Type	Full time Fixed Term
Salary Classification	Band 3.1
Financial Delegation	-

Key Criteria	
Qualifications	An appropriate tertiary qualification in multimedia studies &/or equivalent depth of knowledge in digital multimedia and/or media arts.
Experience	<p>Essential:</p> <ul style="list-style-type: none"> • Demonstrated practical skills, literacy and experience with numerous digital systems and platforms, their functions and integration including operating, updating and managing content, media assets and Content Management Systems. • Demonstrated experience in scoping, scheduling, delivering, updating and maintaining online and physical digital content. • Demonstrated experience, competency, understanding and application of both PC and MAC and associated software and programing scripts and codes such as MS Office suite, collection management and location information systems such as EMu, IMu and MV Wise, Sitecore, the Adobe Creative suite, HTML etc. • Demonstrated documentation, proofreading, editing and image manipulation skills with attention to detail. Excellent writing skills including grammar, punctuation and creativity. • Demonstrated analytical and reporting skills. Ability to research and evaluate including usability testing, web analytics, usage metrics and other tools. • Demonstrated experience in project management, organisation and planning skills; proven ability to manage competing deadlines, work on multiple projects simultaneously and deliver projects to tight deadlines and within budget. • Extensive knowledge and demonstrated experience of national and international principles, practices, standards and ethics relating to the management of digital content within a cultural collections context. • Excellent interpersonal and communication skills including written and oral, in relation to liaising, influencing, consulting, collaborating and reporting with senior management, peers, and other related internal and external contacts. • Demonstrated experience with performing risks assessments, meeting compliance with policies and developing innovative processes and procedures. <p>Desirable</p> <ul style="list-style-type: none"> • A commitment to the delivery of service excellence. • Sound knowledge of Australian performing arts history and practice and its associated material culture. • Current driver's licence
Other (ie legal or physical)	This position involves primarily sitting at a workstation, operating a computer with the occasional need to lift and carry small office items.

Accountabilities

- Actively contribute to the success of the Performing Arts Division and Arts Centre Melbourne
- Understand digital system requirements, builds, operation, maintenance and upgrades.
- Build, proof, publish, maintain and update digital content and data for digital platforms including digital exhibition labels, collections related websites including images, descriptions and links for exhibition projects and collections research purposes.
- Manage administration and service agreements associated with digital content creation and maintenance.
- Understand, perform and manage content extraction, refinement and integration with collections, content management and information systems for web and onsite digital experiences.
- Ensure collections data and images are consistent, accurate, and complete. Ensure content reflects the highest standards of quality. Contribute towards updated digital standards.
- Contribute and facilitate blog posts, social media content, and other content as needed.
- Support other collection's data management tasks as required.
- Participate in ongoing evaluations that integrate visitor research and evaluation into the design and development of digital interpretive content for the collection.
- Perform data reporting and analysis as required such as Google analytics, WebTrends. Recommend ways to improve on those metrics through testing and new initiatives
- Test and troubleshoot for errors. Assist with technical issues and maintenance of digital infrastructure. Facilitate improvements to digital process and procedures to further support success of priorities and operations. Support the integration of new software where applicable.
- Research and recommend advancements in digital technology for digital documentation and image storage to maintain current best practices in cultural heritage imaging and preservation; keep abreast of developments and industry-standard accepted best practices.
- Contribute to the development of a digital asset management strategy by planning, developing and testing applications of proposed strategies;
- Contribute to the development of overall operating procedures and systems for the management of Arts Centre Melbourne collections.
- Develop and maintain effective working relationships and strong partnerships with a broad range of key internal and external stakeholders including other national and international collecting institutions and content providers.
- Comply with ACM policies and procedures and relevant legislation and regulations.

Decision Making

- Under the broad direction of the Collections Programs and Engagement Manager the position is required to meet agreed priorities and deadlines according to agreed standards.
- The role applies knowledge and exercises discretion in work organisation and achieving results within timeframes.
- In collaboration with the Collections Programs and Engagement Manager the position develops and modifies operational procedures and consults with senior staff and peers.
- A moderate level of operating autonomy is required in order to deliver specific projects.