

Digital Content Producer

Role Description

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 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 by building brand loyalty, integrating the customer journey and delivering effective campaigns and content to engage existing, new and diverse audiences in our brand, products, experiences and services.

The Role

Manage the creation, development and delivery of compelling creative content for Arts Centre Melbourne's digital platforms.

Type	Part-time , on-going
Reports to	Content and Community Manager
Direct Reports	N/A
Salary	Arts Centre Melbourne Enterprise Agreement 2022 Band 3.2
Key Relationships	<i>Internal:</i> Customer Engagement, Programming, Presenter Services, Strategic Communications, Customer Innovation, Philanthropy, IT, Finance, People <i>External:</i> Customers, Presenters, Media and Creative Agencies, Artists, Producers, Precinct Organisations, Industry and Community Organisations
Delegation	Financial and people delegations as per current policy.
Location	Flexible hybrid working arrangements across Arts Centre Melbourne, 100 St Kilda Road / The Hub, 180 Flinders Street / working from home.
Other	SGA Employee under the Arts Centre Melbourne Enterprise Agreement 2022 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

- A tertiary qualification in Digital Communications, Marketing, Film, Design, Arts or equivalent transferable skills
- High-level experience in content creation in a marketing environment, with a particular focus on creating video content for native advertising, eDMs and social media platforms
- Knowledge of best practice to drive engagement and action on digital platforms, and understanding of how to target audiences with digital content outputs
- An understanding of content specifications across digital platforms: including desktop, mobile, social media, online pre-roll video and cinema
- An understanding of video production shoots, briefing contractors, and live lo-fi content gathering
- Demonstrated experience in generating, pitching, and executing creative ideas and bringing them to life for stakeholders
- Video and image editing skills including:
 - Advanced skills in video editing using Premiere Pro, and intermediate skills in motion graphics. After Effects knowledge preferable
 - Intermediate skills in graphic design, with good proficiency in Illustrator and/or Photoshop and Animate
 - Intermediate skills in photo editing and image manipulation
- Knowledge and experience in application and development of visual brand identity across visual outputs
- Outstanding organisational skills and the ability to handle multiple projects simultaneously while meeting deadlines
- Effective communication skills, including advanced attention to detail regarding grammar and spelling
- Ability to work autonomously in planning, organising and delivering on multiple projects in a timely manner
- An interest in the arts or creative industries

Your skills and attributes

- Creative thinker who can translate written and verbal briefs into high-quality content, and cleverly adapt existing content into new forms
- Ability to multi-task, pivot and deliver high-quality work to deadline
- Passion for video, multimedia and digital
- Ability to work in a fast-paced environment
- Ability to work with a variety of internal and external stakeholders

In the role you will

Accountabilities:

- Under the guidance of the Content and Community Manager, develop digital content pieces that engage a range of audiences and promote Arts Centre Melbourne's remarkable experiences
- Coordinate the creation and execution of content ideas that increase audience engagement and participation in Arts Centre Melbourne's digital channels
- Contribute to the delivery of Arts Centre Melbourne's Content Strategy, under guidance from the Content and Community Manager and Head of Marketing
- Liaise and collaborate with marketing campaign leads on the delivery of digital content in accordance with Arts Centre Melbourne's brand guidelines
- Develop and foster relationships with internal stakeholders

Working environment/physical requirements:

- Undertake general office work with a strong emphasis on the use of computers and digital technology
- Be required to undertake the tasks and requirements detailed in the relevant job task analysis
- Be required to be on site and attend events outside work hours from time to time (evenings, weekends and public holidays)
- Work hours in accordance with your employment type and Arts Centre Melbourne Enterprise Agreement 2022.

You demonstrate our values

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

Last reviewed October 2022