

<b>Title of Position:</b>	Digital Content Coordinator
<b>Reports to:</b>	Marketing & Development Manager
<b>Key Relationships:</b>	CEO, MusicSA Staff, government, funding bodies, program stakeholders and partners, artists, industry, venues
<b>Contract Term:</b>	Eighteen months (18months)
<b>FTE:</b>	FTE0.5

## MUSICSA

South Australia is a vibrant, world class cultural community and home to Australia's only UNESCO City of Music. The proud legacy of the state's iconic musical heritage underpins the success of today's local and unique contemporary music industry, which is both noted and envied for its innovation, liveability and creative drive.

MusicSA is the peak body and advocate for the South Australian contemporary music industry. A not-for-profit organisation, MusicSA is committed to promoting, supporting and developing the local industry by focussing on nurturing careers, creating pathways, developing strategic projects, delivering industry and professional development opportunities and connecting artists, audiences, venues and businesses.

## POSITION SUMMARY

The Digital Content Coordinator is responsible for the implementation of MusicSA's digital marketing and communications campaigns for industry development, events and projects. The role encompasses digital marketing under the supervision of the Marketing & Development Manager and includes content creation, the scheduling of MusicSA websites and social media channels and communications.

## KEY RESPONSIBILITIES

- Drive content creation and coordinate and maintain MusicSA websites and social media channels
- Generate copywriting for diverse internal and external digital communication platforms, including e-newsletters and web articles
- Contribute to building MusicSA's profile and industry networks locally, regionally and nationally
- Assist in the coordination and delivery of marketing and communications strategies and campaigns across industry development, events and programs

- Collate and track key statistics and event/ attendance/ engagement data for reporting to the Board, funding bodies, government and stakeholders
- Collate and track statistics on web use and social media activity for reporting to the Board, funding bodies, government and stakeholders
- Liaise with external stakeholders (including vendors, government, media and general music industry) on projects, communications strategies and operational matters

## REQUIRED SKILLS AND EXPERIENCE

- Tertiary qualifications in marketing, communications, media, publicity, music business (or similar), or equivalent experience in prior professional content creation or marketing roles
- Demonstrated knowledge of marketing, communications and/ or PR
- Experience working on programs, projects or events in a marketing capacity
- Strong copy-writing skills in long and short form content and internal and external communications
- Strong literacy, digital and computing skills, including experience posting and scheduling content for Facebook, Instagram, Twitter, LinkedIn, YouTube and TikTok and tracking google alerts
- Knowledge of basic graphic design and Adobe Creative Suite to generate digital assets
- Excellent communication and interpersonal skills with the ability to demonstrate diplomacy and discretion, and build trust and productive relationships
- Ability to think creatively and develop lateral solutions to problems
- Ability to work autonomously and collaboratively in a small team environment
- Excellent organisational and time management abilities, with the capacity to be flexible, multi-task and achieve outcomes under pressure and to deadlines
- Ability to prioritise and work efficiently in a fast-paced environment

## SPECIAL CONDITIONS

- Some out of hours work is required on occasion
- MusicSA has a flexitime and TOIL arrangement and overtime is not applicable
- A current Working With Children Certificate is required