



Position Description – Marketing Social Media Coordinator

About Arts Centre Melbourne	<p>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.</p> <p>Our values describe behaviours we will demonstrate in our interactions with Visitors, Presenters, Government and each other: Leadership, Creativity, Inspiration, Inclusivity, Integrity.</p>
------------------------------------	--

About the Business Unit	<p>The Marketing Business Unit is responsible for planning and implementation of marketing campaigns for external hirers and Arts Centre Melbourne presented programming and managing marketing needs for Arts Centre Melbourne.</p> <p>Marketing is focussed on increasing the profile and patronage of Arts Centre Melbourne and engaging a greater and more diverse range of audiences through the delivery of targeted and integrated marketing activity. The Business Unit encompasses the online marketing team, publicity and graphic design support. Marketing works closely with Programming, Development and Ticketing Business Units to plan and deliver on-sales strategies and marketing campaigns</p>
--------------------------------	---

About the Position	Primary Purpose	Grow, contribute and assist in the management of Arts Centre Melbourne’s social media strategy.
	Reports to	Marketing Manager
	Direct Reports	N/A; may provide leadership for a one-day per week social media intern
	Position Type	Full-Time
	Salary Classification	3.1
	Financial Delegation	N/A

Accountabilities	<ul style="list-style-type: none"> • Oversee the successful management of social media channels and online communities • Customer engagement and growth of online communities across social media • Reporting, analysis and best practice communication across social media • Actively contribute to the success of the Marketing department and the organisation • OH & S Compliance
-------------------------	--

Key Relationships	Internal	Marketing, Online Marketing, Media, Communications, Programming, Ticketing, Visitor Business, Information Services, Education, Collections, Development
	External	Presenters, Bloggers, Digital Agencies, Media Agencies, Suppliers

Key Criteria	Qualifications	Bachelor's or associate degree in Communications, Marketing, Arts or Information Technology related area.	
	Experience	Essential	<ul style="list-style-type: none"> • Excellent verbal and written communication skills across online content and a demonstrated ability to understand the appropriate tone for each social media channel • Demonstrated creativity and documented immersion across key social media channels. • Experience in implementation of Facebook advertising campaigns and campaign reporting • Ability to work individually on a project or in a team environment • Demonstrated experience in keeping up with social media best practice • Outstanding organisational skills and the ability to handle multiple projects simultaneously while meeting deadlines • Experience or training in advertising, PR, online marketing or similar field
		Desirable	<ul style="list-style-type: none"> • Possess functional knowledge or some experience with HTML/CSS • Blogging experience • Knowledge of search engine optimization
Other (i.e. legal or physical)	N/A		

The following does not describe all the detailed activities for the role. This is to encourage flexible work practices and to accommodate changes in the balance of activities in line with the needs of the organisation.

Accountabilities, Outcomes and Principal Activities

Oversee the successful management of social media channels and online communities	
Outcome	Principal Activities
<ul style="list-style-type: none"> Deliver creative and engaging content across Arts Centre Melbourne's social media channels. 	<ul style="list-style-type: none"> Excel at research; possess excellent online writing skills and the ability to deliver editorial and technical writing output Identify opportunities from internal departments and external stakeholders to create content and social media opportunities Create content for various social media sites and participate in social media conversations Optimizing tags on our channels and search engines through copywriting, creative and keyword optimization

Customer engagement and growth of online communities across social media	
Outcome	Principal Activities
<ul style="list-style-type: none"> Oversee the successful management of social media channels. Improvement in customer engagement and participation numbers on social media channels. Successful completion (on time and budget) of relevant campaigns 	<ul style="list-style-type: none"> Participation in conversations that surround our content and brand, answer comments, and questions Identify threats and opportunities in user generated content surrounding our brand and report to appropriate parties Develop positive relationships in online communities to enhance brand awareness Successful completion (on time and budget) of relevant projects and meeting KPIs for the business

Reporting, analysis and best practice communication across social media

Outcome	Principal Activities
<ul style="list-style-type: none"> ▪ Analyse campaigns and translate anecdotal or qualitative data into recommendations and plans for revising social media campaigns 	<ul style="list-style-type: none"> ▪ Support the Marketing team with campaign management and reporting ▪ Report campaign results and recommendations to Marketing Campaign Managers ▪ Present key findings and social media marketing ideas to management and team ▪ Monitor social media to provide feedback on insights gained and respond to client or internal feedback across these channels ▪ Conduct tutorials for external and internal stakeholders on social media best practice and Facebook advertising opportunities

Actively contribute to the success of the Marketing department and the organisation

Outcome	Principal Activities
<ul style="list-style-type: none"> ▪ Positive and engaged employee ▪ Pro-active and supportive co-worker 	<ul style="list-style-type: none"> ▪ Continually develop skills and competencies to increase capability as an effective leader ▪ Actively suggest improvements to further support success and development of business unit goals and operations ▪ Play an active role in team meetings and organisational initiatives ▪ Actively seek feedback on performance in position and identify development needs

OH & S Compliance

Outcome	Principal Activities

- Promote a safe, healthy and secure work environment.
- Contribute to the improvement of safety performance at Arts Centre Melbourne.

- Comply with all legislative requirements in the State of Victoria and the Commonwealth applicable to the work you perform.
- Comply with all policies, procedures and guidelines introduced by Arts Centre Melbourne in the interest of health and safety.