

SOCIAL MEDIA AND CONTENT COORDINATOR

DEPARTMENT: Marketing

REPORTS TO: Marketing Manager

DIRECT REPORTS: N/A

ROLE

The Social Media and Content Coordinator will be responsible for the social media presence of the organisation, and creation and execution of the Adelaide Symphony Orchestra's (ASO) Social Media and Content Strategy. They will produce, review, and publish content based on engagement metrics and competitive research on industry trends and popular culture within the context of the music and arts industry. They will be expected to maintain strict adherence with established brand guidelines to ensure a positive online representation of the ASO. Success in this role will be demonstrated by generating relevant and engaging social media content across channels to expand brand awareness, website traffic, and ticket sales.

RELATIONSHIPS

The Social Media and Content Coordinator works closely with colleagues within the marketing department in order to produce, review, and publish content that contributes to the recognition and positioning of ASO activities and products. They also work collaboratively with the wider Marketing, Development, Artistic, and Operations teams, and with our Musicians. In order to be successful in this role, the post holder will also have to build and maintain relationships with a range of external stakeholders, service providers, advertising media, and arts industry peers.

SPECIAL REQUIREMENTS

- The position will require regular evening and weekend work to attend and support ASO events and performances.
- Prior to commencing employment, the preferred candidate is required to have satisfactorily met the requirements of a Working with Children Check.

PERSON SPECIFICATION

Detailed below are the qualifications, experience, knowledge, skills, and abilities identified for the position.

The essential criteria show the minimum essential requirements of the position. The desirable criteria outline additional attributes which would enable the successful candidate to perform the role more effectively; they are not essential but may be used to distinguish between applicants during the shortlisting process.

Essential Criteria

- Demonstrable relevant experience working within the arts sector, or as a coordinator in a role related discipline.
- Content capture and editing across photography and short format video.
- Demonstrable relevant experience managing brand social media channels across Facebook, Instagram, and YouTube (the ASO doesn't currently have TikTok, so experience on this platform will be considered a bonus).
- Knowledge of and experience using relevant software platforms, including Meta Business Suite, Adobe Suite (Premier Rush, Photoshop, Lightroom).
- Brand and channel appropriate copywriting experience.
- Highly developed interpersonal skills, both written and verbal.
- Ability to develop and maintain relationships with internal and external stakeholders.
- Excellent time management skills, including the ability to coordinate and deliver simultaneous projects within specified timeframes.

Desirable

- Tertiary qualification in a role related field OR equivalent demonstrable equivalent knowledge, experience, and skills.
- Ability to create and maintain detailed schedules, track expenditure, and provide reporting information.
- Ability to work independently as well as take direction; and manage own workload in the context of the workload of the wider department.

POSITION INFORMATION:

*This position is being offered on a 0.8 FTE basis, with a salary range of \$60,000-\$75,000 pro-rated. The preferred commencement date for this position is 12 February 2024.

Copies of the Position Description are available on request via employment@aso.com.au.

HOW TO APPLY:

Qualified candidates are encouraged to submit a current Cover Letter and CV in one document, outlining your suitability to the attention of Rachel Grant, Human Resources Coordinator. Please note that applications submitted without a Cover Letter will not be considered. Applications or queries can be submitted via email to Rachel at employment@aso.com.au.

[Applications will close at 5pm on Wednesday 10 January 2024.](#)

Interviews will commence as applications are received.

The ASO invites applications from all qualified candidates with current working rights in Australia.