



## COMMUNICATIONS AND DIGITAL STRATEGIST

### POSITION DESCRIPTION

**Reports to:** Managing Director

**Direct Reports:** None.

The Communications and Digital Strategist is the primary brand custodian for MusicNSW and is responsible for:

- Managing the development and implementation of the new communications and marketing strategy;
- Project-based marketing and communications;
- Managing the Website and online/digital communications;
- Information and resource management;
- Data collection and analysis;
- Customer services and stakeholder engagement; and
- Delivery of all relevant KPI's in the MusicNSW Strategic Plan.

### Duties and Responsibilities:

1. Manage the development and implementation of the new communications and marketing strategy:

- Participate in the selection of the consultant and be responsible for end-to-end management and implementation of this project;
- Monitor, analyse and report on market trends in contemporary music; and
- Develop the company positioning and messaging and manage the brand.

2. Manage project-based marketing and external communications:

- Identify target markets and develop and implement strategies to communicate with them;
- Prepare and manage marketing plans and budgets for MusicNSW programs, initiatives and projects in consultation with relevant personnel;
- Manage the production of all promotional material;
- Collaborate on new business pitches and seek new partnerships, content, media and promotional opportunities for individual programs and projects and for MusicNSW;
- Draft media releases as required;
- Manage media relationships;
- Maintain MusicNSW's database of contacts; and
- Assist in promoting MusicNSW activities to project and program specific and broader audiences.

3. Website/online management:

- Develop and manage digital and social media strategy and content;
- Source and publish content;
- Monthly newsletter management for Indent and MusicNSW;

- Manage cross-promotional partnerships with other youth and music organisations; and
- Manage the content, timing and pitch for all MusicNSW social media updates.

#### 4. Data Collection and Analysis:

- Collect data and statistics on all MusicNSW communications, marketing and public-facing programs, initiatives and projects, analyse and prepare reports for the Executive, Board and funding agencies; and
- Manage the development and maintenance of MusicNSW information and resources in collaboration with the executive and staff.

### **Skills and Experience:**

#### **Essential**

The position requires a strong leader and a driver of change, with demonstrated experience in the application of strategic and innovative thinking to generate creative marketing solutions outside the realm of standard practices.

- Marketing experience in the contemporary music or entertainment sectors;
- Demonstrated strong social media skills;
- Demonstrated understanding of all processes related to communications and marketing in the digital age;
- Demonstrated website development and management experience;
- Strong skills in trends identification, analysis and concept development;
- Demonstrated experience of creative campaign development and delivery;
- Demonstrated brand management experience;
- Demonstrated experience in communications, stakeholder and community engagement;
- Excellent knowledge of communication methodologies and disciplines, channels and mechanisms;
- Demonstrated experience in data collection, analysis and reporting; and
- Strong project and budget management skills.

#### **Highly Desirable**

- Demonstrated business acumen;
- Strong skills in strategic planning and achieving commercial outcomes;
- Demonstrated ability to understand an audience and develop appropriate, targeted communications;
- Demonstrated ability to communicate complex messages to a wider range of stakeholders; and
- Demonstrated capacity to engage and inspire positive outcomes.