

MUSICNSW

COMMUNITY & DIGITAL STRATEGIST

Position description

Hours:	Full time
Reports to:	Managing Director
Contract:	2 year, immediate start
Salary:	Commensurate with experience

MusicNSW is looking for a highly skilled community and digital strategist to develop and deliver MusicNSW's communication, community and digital strategies. The successful candidate will have energy and passion for emerging digital technologies, big-picture industry development and an eye for opportunities to grow MusicNSW's reach and impact.

The role will be the primary brand custodian for MusicNSW and responsible for overseeing collaboration with MusicNSW's broad community to create and share the story of contemporary music. This will include promoting contemporary music and its value, highlighting opportunities and talent, and telling the story of MusicNSW's role in a thriving music economy. This is an exciting opportunity for the right candidate to move on from a traditional communications role into a strategic community building position, with independence, support and an open slate.

The right candidate will love music, love working in a nimble environment, thrive on independence and the chance to have a big impact on a small organisation.

DESCRIPTION OF RESPONSIBILITIES

The Community & Digital Strategist is responsible for:

- Growing MusicNSW's audiences and communities in line with KPI targets
- Developing and overseeing the implementation of MusicNSW's community and digital strategies including social media
- Building MusicNSW's profile and brand recognition
- Overseeing key MusicNSW engagement channels including socials, advertising, direct marketing, website and digital content
- Working with the programming team to develop engagement strategies and maximise the utilisation of MusicNSW services and resources
- Managing the outsourcing of design and content creation where appropriate
- Building and managing key partnerships with aligned organisations and activities

- Collect data and statistics on all MusicNSW communications, marketing and public facing programs, initiatives and projects, and analyse and prepare reports for the Executive, Board and funding agencies

SELECTION CRITERIA

Essential Skills and Experience

- Exceptional written and verbal communication skills
- Exceptional attention to detail
- Possess empathetic working practices aligned with strong social values
- Experience in communications and marketing
- Experience in strategy development and implementation
- Strong planning and time management skills, with the ability to work independently and proactively
- Professional, driven and collaborative
- Experience analysing data, providing insights and writing reports

Desireable Skills and Experience

- Experience in advocacy and policy development
- Community outreach frameworks and digital community platforms
- Experience managing staff
- Experience with InDesign, Photoshop or other image editing software

Application Process

Your application should consist of:

- a one-page cover letter introducing yourself and summarising your experience
- a brief CV
- the names and contact details of two professional referees

Applications and queries should be sent by email to jobs@musicnsw.com by **12 May, 2023**