

MUSICNSW

Job Description: Marketing & Communications Coordinator

Overview

MusicNSW is the state music body for contemporary music in NSW. We are looking for a digital marketing & communications specialist and music lover to join the team.

This is a great opportunity for an experienced marketing/communications coordinator to apply and develop their skills to connect and empower musicians and the music industry. Working alongside MusicNSW's Community & Digital Strategist, you will own the organisation's website content, email, newsletters and social media channels, and drive engagement with professional development programs and resources delivered by our team, including Sound Advice, and programs for First Nations artists and artists based in regional NSW.

Role:	Marketing & Communications Coordinator
Hours:	3 days per week (22.5 hrs)
Contract:	12-month fixed term contract
Location:	Sydney, 119 Bathurst Street
Start Date:	ASAP
Remuneration:	\$70,000k (pro rata), plus superannuation
Applications due:	Monday 17 March 2025, 5pm (AEDT)

Note: Occasional travel around NSW may be a necessary part of this role. All accommodation and travel expenses will be covered by MusicNSW, including modest per diems.

The Role

The Marketing & Communications Coordinator will be responsible for supporting the Community & Digital Strategist to deliver MusicNSW communications, community and digital strategies. MusicNSW has a small core staff, and this role is designed to build upon existing skills and provide industry experience for the right candidate.

Key responsibilities include, but are not limited to:

- Supporting the growth of MusicNSW audiences and communities in line with KPI targets
- Delivering strategies to encourage engagement with MusicNSW services and resources
- Creating and distributing content for the MusicNSW website, newsletters, and social media to drive engagement, promote MusicNSW services and resources and support MusicNSW partners
- Upholding the MusicNSW brand identity across platforms
- Supporting engagement with key stakeholders including musicians and industry
- Collating analytics and insights for MusicNSW communications and marketing activities for reporting and to drive improvement

Skills & Experience

Essential

- Experience planning, creating and publishing digital content including EDMs, newsletters and on websites
- Experience planning, creating and publishing content across social media platforms
- Experience managing digital advertising (especially social media advertising)
- Excellent written and verbal communication skills
- Experience reviewing data analytics relevant to communications and marketing to measure and optimise outcomes
- Exceptional attention to detail
- Strong planning and time management skills
- Experience working independently and proactively
- Demonstrated interest in and knowledge of the NSW contemporary music industry

- Proficient in Google Drive and other office software

Desired

- Experience in community management
- Experience with ticketing platforms
- Experience with Wordpress CMS
- Experience using Canva (or other design platforms) to create artwork

If you have any questions please email jobs@musicnsw.com.