

Midsumma Festival

Position Description – Social Media and Content CoordinatorUpdated – June 2022

POSITION:	SOCIAL MEDIA AND CONTENT COORDINATOR
REPORTS TO:	MARKETING AND COMMUNICATIONS MANAGER
LOCATION:	MIDSUMMA FESTIVAL OFFICE. (Currently: Ground Level, 77 Southbank Boulevard, Southbank Victoria), and event locations for events as required by the festival.
POSITION TYPE:	FIXED TERM PROJECT BASED CONTRACT: 29 Aug 2022 to 24 Feb 2023, full-time, \$58k salary, pro-rata, plus super.
LAST UPDATED:	JUNE 2022

Job Summary:

An experienced Social Media and Content Coordinator will undertake this contract role with Midsumma with a focus on marketing and promotion of Midsumma Festival 2023, held from 22 Jan to 12 Feb 2023.

This role has responsibility for all aspects of content /social media and communication coordination related to audience and participant engagement. This role will work closely with the Marketing Manager to deliver objectives of Midsumma's marketing campaigns.

Key responsibilities will include:

- Deliver Midsumma's content strategy that aligns with Midsumma brand, developed with Marketing and Communications Manager
- Ensure engagement with key external stakeholders through Midsumma's owned channels
- Produce, source, edit and publish engaging digital content that inspires our audiences to support and engage with Midsumma Festival
- Leverage existing and developing channels to ensure that Midsumma's digital content activities are inclusive, engaging and on-message
- Expand Midsumma's marketing campaign, the promotion of events and engagement with audiences in creative, and innovative ways
- Be a brand champion by ensuring consistency in tone of voice and visual appeal in all forms of digital communication
- Create engaging material for Midsumma events to use as digital promotion

Typical tasks in the role:

- Deliver key communication across social media, website and electronic mail services



- Build social media communities, share content, and address inquiries through the platforms
- Support the festival team where required at live events
- Monitor and measure channels for performance and effectiveness of content
- Moderate and commentate livestream events
- Assess role success upon completion through marketing reports

Due to the nature of festivals, working hours outside of core business operating times (evenings and weekends) will be required during the core festival delivery period and for limited lead up events and functions. This work will be undertaken inside the contractual salary.

Key projects:

- Manage and coordinate social media channels across these major events:
 - **Program Launch**, mid-November 2022
 - **Midsumma Carnival** – 22 Jan 2023
 - **Midsumma Pride March** – 5 Feb 2023
 - **Midsumma Festival** – 22 Jan 2022 – 12 Feb 2023
- The role may provide some marketing advice to open-access event producers to help promote their event, this aspect of the role will work alongside the Events and Producer Services Manager.

Qualifications:

- Prior experience with social media, content creation and writing for online communities
- Experience working in a festival environment with multiple partners and distributed teams
- Must be self-motivated, results-oriented and challenged by accountability
- Passion for and knowledge of interactive technology and platforms required
- Demonstrated respect and empathy for members of diverse communities, the arts, and in particular members of LGBTQIA+ / DGS communities.
- A collaborative and flexible working style and commitment to broad organisational values and objectives.

<p>Employment Conditions:</p>	<p>CONTRACTOR FEE and commitment:</p> <ul style="list-style-type: none"> • A flexible fixed term project contract: 29 Aug 2022 to 24 Feb 2023, full-time, \$58k salary, pro-rata, plus super. • Due to the nature of festivals, working hours outside of core business operating times (evenings and weekends) will be required during the core festival delivery period and for limited lead up events and functions. No further remuneration will be offered for out of office hours.
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Midsumma is an equal Opportunity Employer who values diversity in the workplace. As such we encourage and support applications from people from diverse backgrounds.

Organisational Values:

We are a **champion** of LGBTIQ cultures, conversations and events. We promote, develop and celebrate LGBTIQ+ **arts and culture**. We are **the intersection between** people, ideas, stories and experiences - a focal point for connections and **belonging**. We **strengthen cultural voices** of our communities and broaden the language of our allies. We **create** inclusive **safe** cultural and social **spaces**. Platforms for shared experience in a world which often underrepresents us. We value diversity and we embrace difference. We **increase visibility** and **amplify voices** that might otherwise not be seen or heard.

OH&S Statement:

Midsumma Festival is committed to providing and maintaining a safe and healthy working environment for all staff, volunteers, contractors and visitors. This commitment is in accordance with the organisations values and the requirements of the various occupational health and safety Acts, associated regulations and codes of practice.

How to apply:

Email your resume and cover letter to marketing@midsumma.org.au by 5pm, Friday 22 July 2022.

Please respond to the following questions in your cover letter along with addressing the key competencies and experience/qualifications outlined above:

- Why have you applied for this position?
- Which position(s) on your resume and experience/skills demonstrated has best equipped you for working in a LGBTQIA+ arts and cultural organisation in this role?

Enquiries can be made to marketing@midsumma.org.au