

SOCIAL MEDIA COORDINATOR INFORMATION PACKAGE

BIENNALE OF SYDNEY

The Biennale of Sydney gathers on the ancestral land of the Gadigal people of the Eora Nation. We acknowledge all Traditional Owners of Country and recognise their continuing connection to land, waters and culture. We pay our respect to Elders, past, present and emerging.

The Biennale of Sydney is a leading international contemporary art event. It plays an indispensable role in Australia's engagement with the world, and a meaningful role in the life of the nation. The Biennale presents the most dynamic contemporary art from around the globe in venues across Sydney (and beyond) with exhibitions that ignite and surprise people, spark dialogue, cultivate connections and inspire action through meaningful, shared arts experiences. The Biennale of Sydney amplifies the voices of artists and tell the stories of our global communities, as they drive momentum for lasting cultural change.

Established in 1973, it is one of the oldest biennials in the world and the largest event of its kind in Australia. The Biennale of Sydney has commissioned and presented exceptional works of art by more than 1,900 national and international artists from more than 100 countries.

The Biennale of Sydney is committed to free access for all. More information on the Biennale can be found [here](#).

WORKING FOR THE BIENNALE OF SYDNEY

The Biennale of Sydney fosters a collaborative and respectful workplace culture, with a team as diverse as the exhibitions we present and the audiences who experience them. We actively encourage Aboriginal and Torres Strait Islander people, people from culturally and linguistically diverse backgrounds, LGBTQIA+ people, people with disability and those who have diverse experiences of our world to join the Biennale of Sydney team.

We are committed to making reasonable adjustments to provide a positive, barrier-free recruitment process and supportive workplace. If you are applying for a position and have support or access requirements, let us know in your application or by contacting the nominated person in the advertisement.

We also support a flexible working environment at the Biennale of Sydney and are happy to discuss how this role could be done flexibly. There is no 'one size fits all' approach to flexible working, including time commitments. We can work with you to rethink where, when and how your work can be done.

The Biennale of Sydney believes that art should be accessible to all. Thanks to our generous supporters, our exhibitions are presented with free admission for all to enjoy. For our employees, we provide professional development opportunities to enrich and develop your love of the arts while valuing the specific skills and experiences you bring to the Biennale of Sydney. As a not-for-profit organisation, we also offer salary packaging options.

ROLE STATEMENT

Position Title:	Social Media Coordinator
Department:	Communications and External Affairs
Reporting to:	Head, Communications and External Affairs
Salary:	\$65,000 plus superannuation (based on experience) <i>As a not-for-profit organisation, we also offer salary packaging options</i>
Contract Term:	Full-time fixed term contract from 1 July 2021 to 31 December 2022, with the possibility of extension

POSITION DESCRIPTION

The Social Media Coordinator will build on strong social growth in 2020 to engage new and current audiences across all social platforms and the Biennale of Sydney website.

The Social Media Coordinator will be a motivated team player, who enjoys a collaborative environment, but can also work autonomously. Excellent time management skills and the ability to work to deadlines is a must, as is being results-driven and a brilliant communicator.

We love supporting and nurturing big ideas, so creativity is essential – as is a deep understanding of the current social media landscape.

The position reports to Head of Communications and External Affairs and is responsible to the CEO.

DUTIES AND RESPONSIBILITIES

Social Media and Website	<ul style="list-style-type: none"> • Generate innovative social content ideas and collaborate on content strategy with the Biennale team and external partners • Plan and execute an editorial content calendar across all social media channels • Publish content and adapt formats, tone and messaging across various platforms • Advise on social media trends and drive innovation for fundraising, tickets sales and brand awareness • Moderate content and conversation across social platforms and engage with our audience to drive positive outcomes such as growth, shareability and engagement • Actively manage the maintenance of the Biennale of Sydney website to ensure content is kept up-to-date • Plan and implement the delivery of new components of the Biennale website including establishing a timeline and coordinating the development of content • Plan and oversee the Biennale’s email communications calendar, including the production of regular newsletters and campaigns, and managing email lists • Ensure all media assets are filed appropriately with guidance from the Communications Coordinator • Execute paid campaigns across all platforms • Determine key performance indicators, monitor impressions, engagement and demographic data • Deliver weekly reporting to identify key patterns and learnings • Uphold the reputation of the Biennale of Sydney at all times, through managing message delivery, tone of voice and ensuring content sits within brand guidelines • Implement a system to monitor social media mentions and tags including evenings and weekend hours as needed • Coordinate with the Biennale’s partners to ensure content is being shared effectively across networks
Other Duties	<ul style="list-style-type: none"> • Contribute creatively to the organisation’s overall vision and strategy, and demonstrate a commitment to our mission and values • Support the team on major events, campaigns, media and production projects as required • Assist with onsite roles during each exhibition period as required by the staff roster
Work, Health and Safety (WHS)	<ul style="list-style-type: none"> • All staff are required to take reasonable care of their own health and safety and that of other personnel (including volunteers and interns) who may be affected by their conduct • Participate in WHS subcommittee meetings
Key Performance Indicators	<ul style="list-style-type: none"> • Demonstrable growth across the Biennale’s social media platforms • Create dynamic and meaningful digital assets and content that increase reach and engagement across Biennale of Sydney channels <p><i>*Specific targets to be determined in collaboration with the successful candidate</i></p>

APPLYING FOR THE ROLE

Applications marked 'Confidential' and addressing the selection criteria must be received by 5pm on **Friday, 9 July 2021**. Interviews will be held as applications are received.

Your application must include:

- a cover letter outlining how you meet the selection criteria;
- a current CV;
- 3 examples of social media content you've created (posts, reels, video, ads etc);
- the names and daytime contacts of at least two (2) professional referees.

Applications that do not address the selection criteria will not be considered.

Contact: Jodie Polutele

Email to: employment@biennaleofsydney.com.au

Subject line: Application | Social Media Coordinator

SELECTION CRITERIA

Based on an application addressing the Essential Criteria, Curriculum Vitae and, for selected candidates, an interview and references, the Biennale of Sydney needs to be satisfied that the applicant meets the following criteria:

Essential Criteria	<ul style="list-style-type: none">• Two years' experience in a similar social media role• Excellent writing skills with a passion for storytelling• Ability to manage multiple projects• Attention to detail• Strong collaboration skills• Energetic and enthusiastic approach
Desirable Criteria	<ul style="list-style-type: none">• Previous experience in an arts environment• Working knowledge of Facebook Ad manager, Google Analytics, Adobe Creative Suite, Office365