**DIGITAL PRODUCER
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:	Digital Producer
Department:	Communications and External Affairs
Reporting to:	Head, Communications and External Affairs
Salary:	$70,000–$75,000 plus superannuation (based on experience) *As a not-for-profit organisation, we also offer salary packaging options*
Contract Term:	Full-time fixed term contract from 1 January 2021 to 31 December 2022, with the possibility of extension

POSITION DESCRIPTION

The Digital Producer will build on strong online growth in 2020 to engage new and current audiences across all digital platforms including social media, podcasting and the Biennale of Sydney website.

A digital and video guru with a knack for creating thumb-stopping content, the Digital Producer will work collaboratively with key stakeholders to create and execute in-house content (including photography, video and live streaming) for all owned channels including social, email and website.

The Digital Producer works collegially across the organisation to identify social media opportunities and offer timely insights and analysis.

This position requires a creative person with a high level of demonstrable initiative who understands the different nuances required when creating content for specific platforms.

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

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DUTIES AND RESPONSIBILITIES

Digital	• Develop, implement and manage a digital strategy, includeing creating dynamic and meaningful digital assets that increase reach and engagement across Biennale of Sydney channels • Plan and execute a content calendar • Project manage digital projects by working collaboratively with key internal and external stakeholders • Create and execute in-house content (including photography, video and live streaming) for all owned channels including social, email and website • Develop and oversee the organisation's email communications strategy, including the production of regular newsletters, managing and segmenting email lists and growing the organisation's newsletter database in Tessitura (CRM database) • Coordinate with the Biennale's partners to ensure content is being shared effectively across networks • Build new, and strengthen existing, partnerships with a focus on digital integration and delivery of partner campaigns across Biennale of Sydney channels • Day-to-day management of the Biennale of Sydney social media channels (Instagram, Facebook, Twitter, YouTube and LinkedIn) • Build and maintain positive engagement with the Biennale's community on socials, with a focus on reputation • Monitor social and digital media trends and tools to ensure the Biennale has a sector leading digital presence • Implement a monetisation strategy for Biennale socials, including developing and implementing fundraising campaigns and appeals to grow the Biennale's supporter base • Ensure consistency of Biennale of Sydney style guide across all digital platforms • Coordinate photography and video documentation • Gather, organise, and aggregate digital content assets such as images, video and audio
Website	• Manage the Biennale of Sydney's website, including both front- and back-end development and e-commerce, to drive continuous improvement of functionality, reporting capabilities and user experience • Plan and implement an editorial production schedule to ensure accurate and timely upload of content throughout the exhibition cycle
Analytics	• Prepare and distribute weekly digital performance reports including generating timely action plans to implement recommendations • Dissect, analyse and drive continuous improvement in marketing and relationship management utilising Tessitura and Google Analytics • Manage the collection of audience data and conducting data analysis, utilising results to build more effective marketing and communication campaigns • Undertake research to pilot and report on new ways of leveraging the Biennale's social media channels and audiences
Work, Health and Safety (WHS)	• 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

Other Duties	• Contribute creatively to the organisation's overall vision and strategy, and demonstrate a commitment to the organisation's mission and values • Increase the Biennale teams comprehension of digital to entice team work, opportunities and creative problem solving • Assist other members of the Communications and External Affairs team with ad hoc duties as required, such as events • Assist with onsite roles during each exhibition period, as required by the staff roster
Key Performance Indicators	• 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 • Successful implementation of a monetisation strategy for the Biennale of Sydney's digital channels *Specific targets to be determined in collaboration with the successful candidate*

APPLYING FOR THE ROLE

Applications marked 'Confidential' and addressing the selection criteria must be received by 5pm on **Monday, 30 November 2020**. Interviews will be held **7–11 December 2020**.

Your application must include:
- a cover letter outlining how you meet the selection criteria;
- a current CV;
- a show reel and/or examples of video content you've created;
- 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 | Digital Producer

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	• Three years' experience producing digital content with highly developed technical skills • A creative go-getter with an eye for design and ability to push the boundaries and come up with truly unique concepts • Working knowledge of editing programs and software for videos, graphics, GIFs and stop motions • Demonstrated experience in creating and maintaining an engaged social media audience across multiple platforms • Demonstrated experience using key analytical tools on each platform to improve performance • Excellent writing and editing skills • Ability to work independently and manage multiple projects concurrently, and consistently deliver to deadlines
Desirable Criteria	• Previous experience in an arts environment • Working knowledge of Facebook Ad manager, Linkedin Ad manager, Twitter Ads, Google Ads, YouTube