

MSO

Digital Content Lead

INFORMATION FOR CANDIDATES, SEPTEMBER 2021



Melbourne Symphony Orchestra

About the Melbourne Symphony Orchestra

Each year the MSO engages with more than 5 million people through live concerts, TV, radio and online broadcasts, international and regional tours, recordings and education programs.

The MSO is a vital presence, both onstage and in the community, in cultivating classical music in Australia. Internationally acclaimed, the Orchestra nurtures strong cultural partnerships throughout South East Asia. The MSO is the only Australian orchestra partnered with UNITEL, the world's leading distributor of classical music programs for film, television and video.

The MSO regularly attracts great artists from around the globe; including Anne-Sophie Mutter, Lang Lang, Renée Fleming and Thomas Hampson, while bringing Melbourne's finest musicians to the world through tours to China, Indonesia, Europe and the United States.

The nation's first professional orchestra, the Melbourne Symphony Orchestra has been the sound of the city of Melbourne since 1906. The MSO was the first Australian orchestra to perform overseas (1965) and the first to debut at Carnegie Hall (1970).

From its home at Hamer Hall, Arts Centre Melbourne, to free summer concerts at Melbourne's largest outdoor venue, the Sidney Myer Music Bowl, to its Secret Symphony performances at unique inner-city locations, the MSO inspires a broad range of audiences with more than 160 concerts a year.

Committed to shaping and serving the city it inhabits, the MSO regularly reaches beyond the customary classical audience by collaborating with artists such as Sting, Professor Brian Cox, Nick Cave & Warren Ellis, Flight Facilities, Kate Miller-Heidke, Tim Minchin and Laura Mvula.

As a national ambassador for the arts and a champion of music education, the MSO campaigns for the rights of all people to access and learn music. Boasting carefully curated learning programs, a regional touring schedule, accessible concerts and free community events, the MSO provides opportunities for music lovers to be involved with the Orchestra, no matter their age or location.

The MSO's 2021 Artistic Family includes Chief Conductor Designate Jaime Martín, Principal Guest Conductor Xian Zhang, Principal Conductor in Residence Benjamin Northey, Conductor Laureate Sir Andrew Davis, Cybec Assistant Conductor Nicholas Bochner, Composer in Residence Paul Grabowsky AO, Cybec Young Composer in Residence Matt Laing and Ensemble in Residence Melbourne Ensemble.



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Position Description

Job Title	Digital Content Lead	Date	September 2021
Department	Learning, Engagement & Innovation (LEI)	Reports to	Head of Media & Digital Marketing Manager
Location	MSO Southbank Office or Remotely	Role Status	Full time, fixed term until end of 2022

1. POSITION PURPOSE

At the MSO, we believe that all people should have the opportunity to access arts and culture, and we seek to utilise all available channels to create engaging experiences for audiences.

In that context, the Digital Content Lead will work as part of the Media team to produce short form video content and live broadcasts, as well as manage social media, with the purpose of reaching new and existing audiences with engaging, enriching content.

The role will also service other video production needs and objectives across the organisation, including Corporate Partnerships, Philanthropy and External Affairs.

2. MSO VALUES and BEHAVIOURS

Excellence	We are the best we can be, artistically and commercially.
Leadership	We lead by example as proud and passionate advocates of our art form and our people, in Australia and on the global stage.
Innovation	We are creative and seek new ways to inspire and engage our stakeholders.
Collaboration	We are one orchestra, and work cohesively with our partners and communities to achieve our goals.
Respect	We respect all those with whom we interact. We are ethical, honest, and transparent.
Integrity	We will be open and honest, reliable and respectful, and ethical at all times.
Accountability	We are responsible and accountable.
Diversity	We reflect the diversity of our stakeholders to remain relevant, vibrant and inclusive, and engage all aspects of the Victorian community we represent.

3. DIMENSIONS and WORKING RELATIONSHIPS

Reports to	<ul style="list-style-type: none">• Head of Media• Digital Marketing Manager
Direct Reports	None
Direct Working Relationships:	<ul style="list-style-type: none">• Learning, Engagement & Innovation Team (LEI)• Marketing Team

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4. MAJOR RESPONSIBILITY AREAS

The main responsibilities of the Digital Content Lead are:

- Video Content Production;
 - Social Media Management;
 - Broadcast Management;
 - Other.
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5. KEY RESULT AREA MAJOR ACTIVITIES .

Video Content Production

- Produce compelling short-form video content for MSO platforms, working alongside the Digital Content Creator. These include performances, interviews, and creative content, particularly to sit alongside long form MSO.LIVE digital concerts;
 - o Pre-production: booking talent, liaising with venues, equipment hire, setting production schedules;
 - o Hands-on video production including set up and operation of cameras, lighting, audio recording and other equipment as required;
 - o Undertake post-production including video and audio editing, colour grading, handling approvals, gathering feedback and versioning for various platforms;
 - o Ensure content is appropriately stored and archived;
 - Work with other MSO departments (Philanthropy, Marketing, Corporate Partnerships, and External Affairs) to service video production needs as directed by Head of Media, to ensure that all messages are delivered in interesting and relevant ways.
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Social Media Management

- With the Head of Media and the Digital Marketing Manager, take a lead role in the planning and delivery of social media activity;
 - Including contributing to the day-to-day running of the MSO's content platforms (Facebook, Twitter, Instagram, YouTube);
 - Scheduling content, preparation and writing posts as necessary;
 - Attending events and capturing photos for posting;
 - Ensure that all content opportunities are exploited for social networks through continual review and development.
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Broadcast Management

- Produce Live Broadcasts for MSO.LIVE and the Learning, Engagement and Innovation Team, including concert broadcasts and *Talks and Ideas* events;
 - o Devise presentational elements for broadcasts, book and brief presenters; write scripts; liaise with external technical broadcast staff;
 - Work closely with MSO Production Team and venue staff to ensure delivery of broadcast.
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5. KEY RESULT AREA MAJOR ACTIVITIES cont.

Other

- Manage production of concert and event photography, via external photographers;
- Proof MSO.LIVE video products;
- Liaise with the Publicist to ensure content is placed with media outlets, where relevant;
- Work with other colleagues to devise ongoing strategies for content creation promoting digital viewership, concerts, events, donations and the fulfilment of partnership deliverables;
- Attend evening concerts and events outside of work hours, as required within the nature of the post, for which overtime is not paid;
- Research and maintain awareness of activity of other arts and venues, and keep up-to-date with the latest trends and emerging platforms to enable the MSO to be at the forefront of innovative online marketing content;
- Ensure online brand guidelines are understood, interpreted and upheld through all creative work, supported by use of appropriate templates;
- Work with colleagues to establish and maintain processes and standards of excellence across digital activity. Ensure these are maintained across the portfolio of digital products and services.

Occupational Health and Safety

- Comply with all MSO policy and procedures to ensure that all occupational health and safety (OHS) risks are minimised through awareness and application of safe working practices;
- Ensure the successful completion of emergency and evacuation drills.

6. DECISION MAKING AUTHORITY

The position works under the general direction of the Director of Learning, Engagement & Innovation

7. ESSENTIAL CRITERIA

- Videography skills and experience in end-to-end production of video content;
 - Including Pre-Production, Camera Operations, Lighting, Sound Recording, Video Editing, Grading;
- Experience running social media channels for a brand and understanding of best practice;
- An understanding of livestreaming;
- Strong understanding of best practices when producing video material for the internet and social media;
- Understanding of best practices surrounding accessibility and audience development with regard to cultural diversity, First Nations Peoples, LGBTQIA+ communities and people with disabilities;
- Excellent written ability and a keen eye for finding newsworthy stories;
- Strong project coordination and organisational skills;
- Ability to reconcile ambitions for creative output with practical realities.

8. DESIREABLE CRITERIA

- Some experience of a live broadcast environment;
 - A flair for photography, lighting and design;
 - Experience of working within an arts organisation.
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9. PERSONAL CHARACTERISTICS

- Energetic self-starter with the ability to drive projects forward;
 - A team player;
 - Ability to operate under pressure and thrive as part of a small team;
 - Personable, with a strong capability for creating and maintaining working relationships at all levels;
 - Ability to work with autonomously and within a team as required;
 - Ability to manage competing priorities;
 - A consultative approach to all dealings;
 - Ability to reconcile ambitions for creative output with practical realities.
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10. POSITION DESCRIPTION MAINTENANCE

Date of last review September 2021

Conducted By: Director of Learning, Engagement & Innovation

Date for next review: As required

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Recruitment Process

This is an excellent time to be joining the MSO and a fantastic opportunity for a passionate arts and media professional. Working closely with a small but dedicated team, this role will be well-suited to someone looking to make a positive contribution to arts and culture in the digital space, and to promote a much-loved cultural icon of Melbourne and Australia.

Key dates

Applications close 9am, Thursday 4 November 2021.

How to apply

To apply please forward a covering letter, current resume, and document addressing each of the selection criteria, with the subject line Digital Content Lead application – YOUR NAME, to:

Michael Stevens, Human Resources Coordinator

Email: jointheteam@mso.com.au

Only shortlisted candidates will be contacted.

Contact

For further confidential conversation about this opportunity please contact during business hours:

Liam Hennebry

Head of Media

Email: hennebryl@mso.com.au
