

Melbourne Symphony Orchestra

Position Description

Job Title	Digital Content Producer	Date	June 2022
Department	Learning and Engagement	Reports to	Head of Media
Location	MSO Southbank Offices & Remote	Role Status	Full time, fixed-term contract

1. POSITION PURPOSE

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

In that context, the Digital Content Producer will work as part of the MSO's Media team to produce high quality video content and live broadcasts, with the purpose of reaching new and existing audiences.

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 will deliver the highest standards of performance at all times, artistically and organisationally.
Leadership	We will demonstrate the highest levels of professionalism and be passionate advocates for our company, our artists and the art form.
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 in our pursuit of sustainability.
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
Direct Working Relationships	<ul style="list-style-type: none">• Digital Content Coordinator• MSO.LIVE Project Officer• Digital Marketing Manager• Learning & Engagement Team• Operations Team• Marketing Team

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4. MAJOR RESPONSIBILITY AREAS

The main areas of responsibility include:

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

Video Content Production

- Take a lead role in producing compelling short-form video content for MSO platforms, assisted by the Digital Content Co-ordinator. These include performances, interviews, and documentary-style pieces, some of which is incorporated into mainstage MSO.LIVE video products as well as standalone pieces.
 - o Production Management: booking talent, liaising with venues, equipment hire, setting production schedules, liaising with MSO production and operations teams
 - o Hands-on video production including transport, set up and operation of cameras, lighting, audio recording and other equipment as required.
 - o Post-production including data wrangling, video and audio editing, colour grading, seeking approvals, incorporating feedback and versioning for various platforms and needs.
 - o Archival: Ensure content is appropriately stored and archived.
 - Work with other MSO departments (Philanthropy, Marketing, Corporate Partnerships & 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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Livestream Production Management

- Take a lead role in producing live streams, including:
 - o Concerts live streamed from Hamer Hall and Sidney Myer Music Bowl, free to YouTube, Facebook and MSO.LIVE (6-8 per year)
 - o Talks and Ideas panel discussions, workshops and supplementary events. (approx. 10 per year)
 - o Ears Wide Open events (4 per year)
 - o Up Late with Ben the MSO's talk show hosted by Benjmain Northey (6 per year)
 - For each event, work closely with MSO Production Team, orchestra management, venue staff and streaming production partners (CVP Events, Film and Television) to deliver broadcasts to a high standard.
 - For mainstage live streams, devise presentational elements for broadcasts - book and brief presenters if applicable; write scripts; produce graphical elements and pre-recorded segments
 - Ensure high standards with respect to camera coverage and movement, colour consistency, and audio quality
 - Support digital delivery of MSO's online learning activities including:
 - o MSO Online Classroom (4 per year)
 - o MSO Online Incursions (2 days per year)
 - o Melbourne Music Summit (5 day annual teachers conference)
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5. KEY RESULT AREA MAJOR ACTIVITIES cont.

Other

- 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.
- 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
- 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

- Work with management and other team members to ensure that all occupational health and safety (OHS) risks are minimised through awareness and application of safe working practices.

6. DECISION MAKING AUTHORITY

The position holder works under the general direction of the Head of Media.

7. ESSENTIAL CRITERIA

- Production management skills – ability to co-ordinate all elements of a shoot or broadcast
- Videography skills and experience in end-to-end production of video content
 - Including Pre-Production, Camera Operations, Lighting, Sound Recording, Video Editing, Colour Grading
- 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

8. DESIRABLE 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

- A passion for sharing arts and culture with wider audiences
 - An energetic self starter with the ability to drive projects forward
 - A great team worker, with a strong capability for creating and maintaining working relationships at all levels.
 - Ability to operate under pressure and thrive as part of a small team
 - Ability to work with autonomously and within a team as required.
 - Ability to manage competing priorities.
 - A consultative approach to all dealings.
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10. POSITION DESCRIPTION MAINTENANCE

Date of last review June 2022

Conducted By: Head of Media

Date for next review: November 2022

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Recruitment Process

This is an excellent time to be joining the MSO. Working closely with a small but dedicated team, this role will be well-suited to someone looking to make a positive contribution to the MSO, a much-loved cultural icon of Melbourne and Australia.

Please also note that it is a requirement that the successful candidate will have received both doses of the COVID-19 vaccination, unless they have a medical or other approved exemption. Please contact Human Resources if there are any questions or concerns regarding this.

Key dates

Applications close 11.59pm, Sunday 3rd July 2022.

How to apply

To apply please forward a covering letter and current resume with the subject line Digital Content Producer application – YOUR NAME, to:

Alex Fitzgerald
jointheteam@mso.com.au

Only shortlisted candidates will be contacted.

Contact

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

Alex Fitzgerald
People and Culture Business Partner
Email: jointheteam@mso.com.au

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About the Melbourne Symphony Orchestra

Established in 1906, the Melbourne Symphony Orchestra is Australia's pre-eminent orchestra and a cornerstone of Victoria's rich, cultural heritage.

Each year, the MSO engages with more than 5 million people, presenting in excess of 180 public events across live performances, TV, radio and online broadcasts, and via its online concert hall, MSO.LIVE, with audiences in 56 countries.

With a reputation for excellence, versatility and innovation, the MSO works with culturally diverse and First Nations leaders to build community and deliver music to people across Melbourne, the state of Victoria and around the world.

In 2022, the MSO's new Chief Conductor, Jaime Martín has ushered in an exciting new phase in the Orchestra's history. Maestro Martín joins an Artistic Family that includes Principal Guest Conductor Xian Zhang, Principal Conductor in Residence, Benjamin Northey, Conductor Laureate, Sir Andrew Davis CBE, Composer in Residence, Paul Grabowsky AO and Young Artist in Association, Christian Li.

The MSO regularly attracts exceptional artists from across the globe including Chinese pianist Lang Lang, German violinist Anne-Sophie Mutter, Japanese composer Joe Hisaishi, American soprano Renée Fleming and, in 2022, cellist Sheku Kanneh-Mason (UK), Korean pianist Yeol Eum Son, tenor Kang Wang and conductor Vasily Petrenko.

Committed to shaping and serving the city it inhabits, the MSO reaches beyond the customary classical audience. Recent contemporary collaborations include performances with Tina Arena, Archie Roach, Nick Cave & Warren Ellis, Ben Folds, The Bamboos, Vera Blue, Dannii Minogue, Birds of Tokyo, and the Australian premiere of *Toy Story* in Concert.

The first Australian orchestra to perform overseas (1965) and the first to debut at Carnegie Hall (1970), the MSO has a proud history of international touring and has established firm roots through regular engagement in China, Indonesia and Singapore. The MSO boasts close ties with some of the world's finest orchestras including London Symphony Orchestra, Singapore Symphony Orchestra and the National Centre for Performing Arts in Beijing.

As an active ambassador for the arts, the MSO campaigns for the rights of all people to gain access to our music. Presenting 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.

