

# MSO

## Head of Media Melbourne Symphony Orchestra

INFORMATION FOR CANDIDATES, JULY 2021



# Melbourne Symphony Orchestra

## About the Melbourne Symphony Orchestra

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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 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 and Ensemble in Residence Melbourne Ensemble.



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## Position Description

<b>Job Title</b>	Head of Media	<b>Date</b>	July 2021
<b>Department</b>	Learning, Engagement & Innovation (LEI)	<b>Reports to</b>	Director of Learning, Engagement & Innovation
<b>Location</b>	MSO Southbank Office or Remotely	<b>Role Status</b>	Full time

### 1. POSITION PURPOSE

The Head of Media will oversee the MSOs media unit and will be responsible for the production and distribution of recorded content. The Head of Media will work as an integral part of the MSO Learning Engagement & Innovation (LEI) team and will lead the creation, post-production and delivery of digital content in line with the MSO's ongoing strategic goals of increasing audience, revenue and diversity. The role will also service the needs and objectives of Marketing, Corporate Partnerships, Philanthropy and External Affairs.

### 2. MSO VALUES and BEHAVIOURS

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

<b>Reports to</b>	Director of Learning, Engagement & Innovation
<b>Direct Reports</b>	<ul style="list-style-type: none"><li>• MSO.LIVE Project Officer</li><li>• Digital Content Manager</li><li>• Digital Content Creator</li></ul>
<b>Direct Working Relationships</b>	<ul style="list-style-type: none"><li>• Learning, Engagement &amp; Innovation Team</li><li>• Chief of Marketing &amp; Business Development</li><li>• Sales &amp; Marketing</li><li>• Partnerships</li><li>• Other internal team members</li><li>• External stakeholders including production contractors, technological platforms, venues.</li></ul>

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### 4. MAJOR RESPONSIBILITY AREAS

The main responsibilities of the Head of Digital Content are:

- Short form Content Production Management;
  - Long form Content Production Management;
  - Distribution across social media, paid and free digital platforms;
  - Other.
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5. KEY RESULT AREA	MAJOR ACTIVITIES
<b>Short form Content Production Management</b>	<ul style="list-style-type: none"><li>• Oversee and support short form production with the Digital Content Manager, Digital Content Creator and Digital Content Producer;</li><li>• Ensure content aligns with and supports commercial, artistic, audience development and engagement goals;</li><li>• Ensure high standards of quality and engagement;</li><li>• Serve as a first contact for content production needs across the organisation.</li></ul>
<b>Long form Content Production Management</b>	<ul style="list-style-type: none"><li>• Project manage delivery of mainstage video productions and live broadcasts;</li><li>• Work with the MSO.LIVE Project Officer to manage video production process from start to finish, including season-wide budgeting and planning, as well as pre-production, capture, post-production and delivery for each project;</li><li>• Manage external contractors to ensure the highest standards of artistic and visual quality in MSO digital products;</li><li>• Coordinate with MSO Production team to ensure quality capture with minimal impact to in-person audiences;</li><li>• Ensure timely delivery of product within agreed delivery timelines;</li><li>• Manage proofing, QA and approvals processes with input from Artistic colleagues;</li><li>• Develop the MSO's pool of contractors, producers, camera operators and broadcast professionals;</li><li>• Oversee the maintenance of internal digital content libraries and technical production infrastructure.</li></ul>
<b>Distribution across social media, paid and free digital platforms</b>	<ul style="list-style-type: none"><li>• Create and deploy programming strategies to drive MSO.LIVE membership sales, PPV and viewership;</li><li>• Oversee complimentary digital engagement via organic social media to ensure impact and reach;</li><li>• Oversee day to day management of social media with the Digital Content Manager and Marketing dept;</li><li>• Work with the Digital Content Creator to initiate a step change in social media content;</li><li>• Ensure content serves to build brand equity and engagement, while serving specific commercial goals of revenue via MSO.LIVE, ticket sales, subscriptions, memberships, partnerships and donations.</li></ul>

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5. KEY RESULT AREA	MAJOR ACTIVITIES cont.
<b>Other</b>	<ul style="list-style-type: none"><li>• Line management responsibility for MSO.LIVE Project Officer, Digital Content Manager and the Digital Content Creator;</li><li>• Coordinate a Digital Content Production Group with the purpose of aligning content creation activity, reinforcing messaging and maximising overlap;</li><li>• Work with stakeholders across the organisation to review, consult, implement and embed strategic thinking with regard to digital delivery;</li><li>• Seek to develop the digital production skills of colleagues throughout the organisation through training and empowerment;</li><li>• Ability to work flexibly, including some evenings and weekends as required, for which overtime is not paid;</li><li>• 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;</li><li>• Budgetary planning and oversight;</li><li>• Carry out any other associated duties as reasonably requested.</li></ul>
<b>Occupational Health and Safety</b>	<ul style="list-style-type: none"><li>• 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;</li><li>• Ensure the successful completion of emergency and evacuation drills.</li></ul>

## 6. DECISION MAKING AUTHORITY

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

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## 7. ESSENTIAL CRITERIA

- Tertiary qualifications in music including post-graduate qualifications in music or musicology;
  - Extensive demonstrated experience driving digital strategy and working with digital production in a professional orchestral environment;
  - Demonstrable experience in end-to-end production and distribution of video content for a world-class orchestra;
  - A background, and experience, in video editing, photography, lighting & design;
  - Experience managing both live broadcasts and post-produced performance content;
  - End-to end management of pre-produced interview and discussion content;
  - Experience producing in line with brand standards and house style guidelines;
  - Experience using Adobe suite, including Premiere Pro, After Effects and Audition;
  - Strong understanding of best practices when producing for the internet and social media;
  - Understanding of best practices surrounding accessibility and audience development with regard to cultural diversity, the First Nations of Australia, LGBTQIA+ communities and people with disabilities;
  - Excellent written ability and a keen eye for finding newsworthy stories;
  - Strong project coordination and organisational skills;
  - Passion for brand extension to social media communities.
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### 8. PERSONAL CHARACTERISTICS

- Energetic with the ability to drive projects forward;
  - Exceptional teamwork skills;
  - 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;
  - Initiative and drive to self-motivate;
  - Ability to reconcile ambitions for creative output with practical realities.
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### 9. POSITION DESCRIPTION MAINTENANCE

<b>Date of last review</b>	July 2021
<b>Conducted By:</b>	Chief of Marketing & Business Development, Director of Learning, Engagement & Innovation
<b>Date for next review:</b>	As required

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## Recruitment Process

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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 essential community work within the context of the MSO, a much-loved cultural icon of Melbourne and Australia.

### Key dates

Applications close 9am, Monday 30 August 2021.

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### How to apply

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

**Michael Stevens, Human Resources Coordinator**

Email: [jointheteam@mso.com.au](mailto:jointheteam@mso.com.au)

Only shortlisted candidates will be contacted.

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### Contact

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

**John Nolan**

**Director of Learning, Engagement & Innovation**

Telephone: 0439 768 493

Email: [nolanj@mso.com](mailto:nolanj@mso.com)

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