

Melbourne Symphony Orchestra

POSITION DESCRIPTION

Job Title	Social Media Coordinator	Date	May 2025
Department	Development & Reach	Reports to:	Senior Manager, Content & Digital
Location	MSO Southbank Offices	Role Status:	Fixed-term contract (until 19 Dec 2025), 0.4 FTE – 15 hours per week

1. POSITION PURPOSE

The primary role of the Social Media Coordinator is to provide support in the management of MSO social media platforms in collaboration with the Brand & Communications and Marketing & Sales departments.

This is a highly collaborative role, which involves managing multiple tasks and priorities within a fast-paced and fluid environment. A mature, organised and naturally collaborative style is required, combined with superior time management, attention to detail and communication skills.

This role will report to the Senior Manager, Content and Digital, and will work closely with Brand & Communications, Marketing & Sales and Development & Reach team members, the MSO's Publicity Manager and other departments within the organisation.

2. MSO VALUES and GUIDING PRINCIPLES

GUIDING PRINCIPLES

We listen to each other, and we listen to our audiences. We continuously tune into building connections that bring joy and validation.

Underpinning Values:

- **Perspective** – We embrace and seek new commissions, artists, talent and musical formats to capture the distinctive and evolving sound of our state
- **Transparency** – We build genuine trust and connection through openness, honesty and accountability
- **Respect** – We interact positively, showing kindness, care and consideration for all within our community

We create welcoming experiences that showcase the beauty and wonder of artistic craft. Innovate performances that elevate the moment and endure in the spirit.

Underpinning Values:

- **Innovation** – We look to reimagine what symphonic music can be to all people, finding new ways to inspire, engage and excite
- **Bold** – Our performances are shaped by courage, creativity and a commitment to bring world-class music to life
- **Excellence** – we strive to be the best we can be, on and off the stage

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We unite our individual strengths and celebrate our unifying love of music, fostering understanding and belonging.

Underpinning Values:

- Oneness – We aspire to be the musical voice of modern Victoria, remaining relevant, vibrant and inclusive for all people
- Teamwork – We work in harmony – as an ensemble, with our partners and with our community
- Accessibility – We provide music experiences for all Victorians to enjoy, wherever and whoever they are

3. DIMENSIONS and WORKING RELATIONSHIPS

Reports to	Senior Manager, Content & Digital
Direct Working Relationships	<ul style="list-style-type: none"> • Brand & Communications team members • Marketing & Sales team members • MSO Publicity Manager • Cross-departmental team members i.e. Programming (including Learning & Engagement and MSO Presents), Operations • External stakeholders including designers, writers and print suppliers • MSO Musicians, Artistic Family and guest artists

4. MAJOR RESPONSIBILITY AREAS

The main responsibilities of the Social Media Coordinator role are:

- Implement the MSO's social media strategy
- Create Social Media content and associated assets
- Post on official MSO Social Media accounts/channels
- Moderate and monitor Social Media accounts
- Optimise social media activity to best performance and engagement
- *Please note, this role is not responsible for managing paid social campaign advertising*

5. KEY RESULT AREAS

Social Media Strategy	<ul style="list-style-type: none"> • Lead implementation of a social media strategy focused on audience growth, increased brand equity and maximum audience engagement
Creation and production of Social Media content, & associated assets	<ul style="list-style-type: none"> • Identify timely and evergreen social content ideas and angles, through liaison with internal and external stakeholders • Create and develop relevant social media assets, including copy, imagery, video and templates, for social media posts, ensuring content is best practice

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	<ul style="list-style-type: none"> • Where required, commission additional creation of engaging social media assets (ie animation, video, design, templating) and upon the approval of the Senior Manager, Content & Digital • Ensure all material is aligned with MSO brand guidelines and marketing objectives • Maintain strong working relationships with talent during film and photography shoots • Review, edit and proofread a variety of content for varying audiences and channels • Maintain archiving and storage of content, on and off platform
Social Media Posting	<ul style="list-style-type: none"> • Coordinate and maintain a social media content calendar, to maximise effectiveness of digital content • Coordinate publishing of posts across the calendar • Post marketing priorities (sales, competitions, customer service updates etc) • Coordinate workflow around the internal briefing and production of social media activity
Monitoring and Moderation	<ul style="list-style-type: none"> • Monitor and manage social media channels in a timely manner, in line with company policies, Brand Style Guide (in development), MSO Social Media Handbook and LPA guidelines • Provide timely responses to comments and messaging, liaising with internal teams to find relevant and correct answers • Track and escalate any negative activity to Senior Manager, Content & Digital, Director of Brand & Communications and other relevant departments as required • Use analytics tools to generate regular reports to measure the effectiveness of social activity and to identify opportunities for audience growth
Optimising Social Media Activity	<ul style="list-style-type: none"> • Use best practices to continue to build an active and engaged online audience • Keep up to date with the latest digital and cultural trends to maximise opportunities for MSO
Occupational Health and Safety	<ul style="list-style-type: none"> • Work with management and other team members to ensure that all occupational health and safety (OHS) risks are minimised
Team member	<ul style="list-style-type: none"> • Participate in team activities and regular meetings demonstrating respect and consideration for individual experience and expertise. • Contribute positively to a collaborative and respectful working environment aligned with the culture and values of the MSO. • Flexibility in hours may be required, including outside regular business hours.
6. PERSONAL CHARACTERISTICS	

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- Positive, entrepreneurial and solutions-focused attitude
- Excellent organisational skills
- Exceptional attention to detail
- Professional personal presentation

7. ESSENTIAL CRITERIA

- Experience in social media management and content creation in a medium-scale (\$30million+ annual turnover) business environment
- Experience working in a performing arts-based organisation.
- An understanding of the Melbourne / Victorian arts sector.
- Ability to prioritise projects and work within strict deadlines.
- Ability to work as part of a team.
- Experience in building internal and external relationships with key stakeholders.
- Well-developed written, oral, and interpersonal communication skills.
- Proven ability to provide a high level of professional customer service.
- Well-developed computer literacy skills, especially Photoshop
- Video production and editing skills, primarily for social media assets

7. DESIRABLE CRITERIA

- A passion for the arts, in particular, classical music.
- A tertiary qualification in marketing, communications or arts administration would be highly regarded.

10. POSITION DESCRIPTION MAINTENANCE

Date of last review:	May 2025
Conducted By:	Director of Brand & Communications
Date for next review:	As required