

# biennaleofsydney

## **DIGITAL CONTENT MANAGER INFORMATION PACKAGE**

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## SUMMARY

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The Biennale of Sydney offers the opportunity for an experienced digital content manager to join a team of highly motivated, specialist staff in delivering one of the world's leading contemporary arts events. Working directly with the Head of Communications and Community Engagement and in collaboration with the Communications and Community Engagement team, the successful candidate will be responsible for developing, publishing and maintaining high quality arts content for all the Biennale of Sydney's digital channels including but not limited to the website, social media, email and mobile assets. As well as providing a critical interface for the Biennale's audience, the candidate will also implement data- and insight-driven digital marketing campaigns to achieve audience development, partnership, and community engagement targets, and produce reports for key stakeholders.

## THE BIENNALE OF SYDNEY

The Biennale of Sydney is one of the leading international contemporary art events in the world. It is the pre-eminent and longest-running biennial in the Asia-Pacific region, and the largest exhibition of its kind in Australia. Year-on-year, the Biennale commissions and presents bold living exhibitions that are in constant transformation across multiple sites in Sydney and beyond.

Since 1973, our world-renowned platform has showcased unforgettable artworks by more than 1,800 artists from 100 countries. Offering a place of discovery for audiences to engage with emerging and established practitioners, often for the first time, the Biennale has been home to monumental works by artists including Marina Abramovic, Joseph Beuys, Yoko Ono to Ai Weiwei, as well as historical commissions including The Aboriginal Memorial (1988), now in permanent display at the National Gallery of Australia. In 2018, the Biennale of Sydney delivered one of its most ambitious exhibitions to date, attracting record visitation of more than 850,000, the highest level in its 45-year history.

The Biennale of Sydney plays an indispensable role in Australia's engagement with the world and a meaningful role in the life of the nation.

## APPLYING FOR THE ROLE

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Applications marked 'Confidential' and addressing the selection criteria must be received by 5pm on Friday 15 March 2019.

Your application must include:

- a cover letter outlining how you meet the selection criteria;
- a current CV; and
- the names and daytime contacts of at least two (2) professional referees.

Email to: [jodie@biennaleofsydney.com.au](mailto:jodie@biennaleofsydney.com.au)

Subject line: Application | Digital Content Manager

Or via post, marked 'Confidential' to:

Jodie Polutele  
Head of Communications and Community Engagement  
Biennale of Sydney  
Level 4 The Arts Exchange  
10 Hickson Road  
The Rocks NSW 2000

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## SELECTION CRITERIA

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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:

<b>Essential Criteria</b>	<ul style="list-style-type: none"><li>• Tertiary qualifications in a relevant discipline (Communications, Media, Digital Media, Writing), or equivalent experience</li><li>• Experience writing high quality arts content for a variety of digital channels</li><li>• Experience managing a range of digital channels with proven ability to engage communities and represent organisations professionally and responsibly</li><li>• Demonstrated ability to contribute meaningfully to communication strategies that raise awareness and engage an audience in the arts</li><li>• Experience in reporting on web analytics, social media insights and trends</li><li>• Ability to build positive and collaborative relationships with external and internal stakeholders and actively contribute to the broader team</li><li>• Demonstrated ability to prioritise multiple projects and work efficiently under pressure in a busy environment</li><li>• Sound knowledge and experience in the use of Adobe InDesign, Illustrator, Photoshop, Microsoft Office and email marketing platforms (such as MailChimp or Campaign Monitor)</li></ul>
<b>Desirable Criteria</b>	<ul style="list-style-type: none"><li>• Knowledge of contemporary arts and culture in Australia and internationally</li><li>• Demonstrated ability to use a range of peripheral devices (such as digital cameras, video equipment) and editing software (such as iMovie or Adobe Premiere Pro)</li><li>• Current NSW Driver Licence</li></ul>

## ROLE STATEMENT

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<b>Position Title:</b>	Digital Content Manager
<b>Department:</b>	Communications and Community Engagement
<b>Reporting to:</b>	Head, Communications and Community Engagement
<b>Direct Reports:</b>	N/A
<b>Contract term:</b>	Part-time (3 days per week) from April 2019 – September 2019 Full-time (5 days per week) from October 2019 – December 2020

## Purpose of the position

The Digital Content Manager is responsible for producing high quality content and digital assets for the Biennale of Sydney that support our vision and core values.

The role is responsible for ensuring the standard of service delivery across all the Biennale of Sydney's digital channels is maintained at the highest level.

## Position Description

The successful candidate will be part of a team of highly motivated, specialist staff in delivering one of the world's leading contemporary arts events.

The position is responsible for developing, publishing and maintaining high quality content for all the Biennale of Sydney's digital channels including but not limited to the website, social media, email and mobile assets.

As well as providing a critical interface for our audience, the candidate will also implement data- and insight-driven digital marketing campaigns to achieve audience development, partnership, and community engagement targets, and produce reports for key stakeholders.

The Digital Content Manager reports to the Head, Communications and Community Engagement, and works closely with the Curator, Programs and Learning. In addition, the position works with Director and CEO, and the Exhibition, Development, Finance and Administration teams.

See over for Duties and Responsibilities.

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## DUTIES AND RESPONSIBILITIES

<b>Website</b>	<ul style="list-style-type: none"><li>• Work with the Head, Communications and Community Engagement to coordinate the development of the Biennale of Sydney's website/s and mobile assets to ensure that all organisational needs are met</li><li>• Create engaging, quality and timely content that effectively communicates our vision and core values</li><li>• Work with the Digital Producer and external consultants to manage website performance and issues, and administration (including domain name registration)</li><li>• Work with the Digital Producer and external consultants to implement improvements to increase website traffic, generate greater engagement and to help improve access</li></ul>
<b>Social Media</b>	<ul style="list-style-type: none"><li>• Plan, execute and evaluate the Biennale of Sydney's social media content across platforms including Facebook, Twitter, Instagram, LinkedIn and YouTube</li><li>• Collaborate with stakeholders (internal and external) to develop and deliver engaging and strategically linked social content for partners, patrons and donors</li><li>• Use insights and analytics to track and improve content and performance</li><li>• Respond to social media issues and inquiries, in and out of hours, in a timely and efficient manner</li></ul>
<b>Digital Marketing</b>	<ul style="list-style-type: none"><li>• Implement data-and-insight-driven digital marketing campaigns across paid, owned and earned channels (including social media campaigns, digital advertising, email marketing, content development and cross-promotions) to achieve audience development, partnership, and community engagement targets</li><li>• Coordinate email production end-to-end using the marketing automation platform</li><li>• Use insights and analytics to implement improvements to the Biennale of Sydney's EDM performance</li><li>• Create and design digital assets including newsletters, advertising, website and social media</li><li>• Contribute to the growth of all the Biennale of Sydney's owned channels</li><li>• Research, monitor and review social and digital trends and new technologies to ensure that the standard of service delivery across all the Biennale of Sydney's digital channels is maintained at the highest level</li><li>• Work with an external agencies to implement and monitor the performance of the Biennale of Sydney's digital campaigns (including Google AdWords)</li><li>• Build and maintain effective relationships with stakeholder and subject matter specialists, including managing expectations around technological solutions</li><li>• Monitor the Biennale of Sydney's messaging and branding across all communication channels</li></ul>
<b>Evaluation</b>	<ul style="list-style-type: none"><li>• Evaluate all digital activity, ensuring ongoing monitoring and regular analysis of digital and social media performance</li><li>• Produce reports and actionable recommendations based on analytics</li></ul>

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<b>Programs and Learning</b>	<ul style="list-style-type: none"> <li>• Work collaboratively with the Education Manager, Digital Producer and Consultants to implement the delivery of online education programs, on time and on budget</li> <li>• Work collaboratively with the Education Manager and Digital Producer to develop and deliver a live streaming program</li> </ul>
<b>Digital Projects</b>	<ul style="list-style-type: none"> <li>• Work collaboratively with consultants and partners to research, plan and deliver digital video content including digital tours, long- and short-form video content and interactive tools</li> <li>• Work collaboratively with the Exhibition Management and Curatorial teams and the Digital Producer to implement the delivery of an online archive project, on time and on budget</li> </ul>
<b>Administration / General</b>	<ul style="list-style-type: none"> <li>• Work collaboratively with the Head, Communications and Community Engagement to ensure all digital activity and initiatives are delivered within the approved budget and according to the organisational timeline</li> <li>• Manage all email accounts for the Biennale of Sydney Communications department</li> <li>• Ensure copyright and image clearance and approvals for all digital content</li> <li>• Research new opportunities for funding</li> <li>• Support the Director and CEO and Development team in the compilation of funding applications and acquittals</li> <li>• Attend and participate in publicity events, arts industry events and generally act as an ambassador for the Biennale of Sydney</li> <li>• Prepare invoices for payment</li> </ul>
<b>Work, Health and Safety (WHS)</b>	<ul style="list-style-type: none"> <li>• 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</li> <li>• Participate in WH&amp;S Committee meetings, as required</li> </ul>
<b>Key Performance Indicators</b>	<ul style="list-style-type: none"> <li>• Successful delivery of the 2020 Biennale of Sydney</li> <li>• Increase in audience attendance and / or levels of engagement with the Biennale of Sydney</li> <li>• Successful delivery of engaging, quality and timely digital content</li> <li>• Successful delivery of online education programs</li> <li>• Successful delivery of data- and insight-driven digital marketing campaigns</li> <li>• Improves response time to enquiries and engagement across all social media, website and email</li> <li>• Demonstrates growth and improved audience satisfaction across of all the Biennale of Sydney's owned digital channels</li> <li>• Successfully delivery of reports</li> <li>• Demonstrates positive working relationships with all departments of the Biennale of Sydney</li> </ul>

## EMPLOYMENT TERMS

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### Contract term

This is a part-time position (3 days per week) from April 2019 – September 2019, and increases to a full-time position (5 days per week) from October 2019 – December 2020.

### Work Hours

The position is required to work three to five working days a week, generally 9.00am to 5.30pm. However, these hours may vary due to volume of work, particularly during the build-up to a Biennale where there is an expectation at varying times to work after hours, holidays and weekends. A Time Off in Lieu (TOIL) policy has been approved, outlining how TOIL for weekend and holiday work will be considered for approval by the CEO.

### Remuneration

- a) *Total remuneration package*  
Salary (including employer's superannuation contribution) to be within the indicated range for the total remuneration package and set in discussion with the selected candidate.
- b) *Superannuation*  
As part of the total remuneration package, the Company will contribute to a complying Superannuation Fund of your choice such a percentage of your earnings as indicated in the Superannuation Guarantee Act, currently 9.5%.

### Leave

- a) *Annual Holiday Leave*  
Paid Annual Holiday Leave of four (4) weeks per annum in accordance with the Annual Holidays Act (NSW) will be granted at a mutually convenient time.
- b) *Long Service Leave*  
Long service leave in accordance with the Long Service Leave Act (1955) and other applicable legislation.
- c) *Personal/Carer's Leave*  
Paid personal/carers leave of ten (10) days per year of continuous service for reasons of personal illness or injury, or to provide care and support to a member of your immediate family or household, who requires care or support because of a personal illness or injury of the member, or where there is an unexpected emergency affecting the member. The Company will not pay out the value of any accrued but untaken personal/carers leave on the cessation of employment or during the term of employment with the Company.
- d) *Compassionate Leave*  
Paid compassionate leave of two (2) days per occasion.
- e) *Other Leave*  
In some circumstances the employee may be granted additional leave for approved study courses or other special purposes. The granting and period of such leave will be at the total discretion of the Company.

### Probationary Period

A three-month probationary period applies to all positions and allows for seven (7) days' notice of termination by either party. The Company reserves the right to terminate this Agreement during this period if the person is unsuitable for the described duties or the Company environment.