

BIENNALE OF SYDNEY

The Biennale of Sydney acknowledges the Traditional Owners of Country, in particular the Gadigal people on whose land the Biennale of Sydney is located. We recognise their continuing connection to land, waters and culture and pay our respect to Elders, past, present and emerging.

The Biennale of Sydney is one of the leading international contemporary art events. It plays an indispensable role in Australia's engagement with the world, and a meaningful role in the life of the nation. The Biennale presents the most dynamic contemporary art from around the globe in venues across Sydney with exhibitions that ignite and surprise people, sparking dialogue, cultivating connections and inspiring action through meaningful, shared arts experiences. The Biennale of Sydney amplifies the voices of artists and tell the stories of our global communities, as they drive momentum for lasting cultural change.

Established in 1973, it is the third oldest biennial in the world after Venice and São Paulo and the largest exhibition of its kind in Australia. The Biennale of Sydney has commissioned and presented exceptional works of art by more than 1,900 national and international artists from more than 100 countries.

WORKING FOR THE BIENNALE OF SYDNEY

The Biennale of Sydney fosters a collaborative and respectful workplace culture, with a team as diverse as the exhibitions we present and the audiences who experience them. We actively encourage Aboriginal and Torres Strait Islander people, people from culturally and linguistically diverse backgrounds, LGBTQIA+ people, people with disability and those who have diverse experiences of our world to join the Biennale of Sydney team.

We are committed to making reasonable adjustments to provide a positive, barrier-free recruitment process and supportive workplace. If you are applying for a position and have support or access requirements, let us know in your application or by contacting the nominated person in the advertisement.

We also support a flexible working environment at the Biennale of Sydney and are happy to discuss how this role could be done flexibly. There is no 'one size fits all' approach to flexible working, including time commitments. We can work with you to rethink where, when and how your work can be done.

The Biennale of Sydney believes that art should be accessible to all. Thanks to our generous supporters, our exhibitions are presented with free admission for all to enjoy. For our employees, we provide professional development opportunities to enrich and develop your love of the arts while valuing the specific skills and experiences you bring to the Biennale of Sydney. As a not-for-profit organisation, we also offer salary packaging options.

APPLYING FOR THE ROLE

Applications marked 'Confidential' and addressing the selection criteria must be received by 5pm on **Wednesday 7 December 2022**.

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: employment@biennaleofsydney.com.au

Subject line: Application | Digital Communications
Coordinator

Or via post, marked 'Confidential' to:

Danielle Farrugia

Biennale of Sydney

Level 4 The Arts Exchange

10 Hickson Road

The Rocks NSW 2000

Applications that do not address the selection criteria will not be considered.

ROLE STATEMENT

Position Title:	Digital Communications Coordinator
Department:	Communications
Reporting to:	Head of Communications
Contract term:	Full time fixed term contract until 31 December 2024 (with the possibility of extension)

POSITION DESCRIPTION

The Digital Communications Coordinator will build on strong digital audience growth to engage new and current audiences across the Biennale's social, owned and paid media channels. As part of the Communications team, the Digital Communications Coordinator will contribute to delivering the marketing and communications campaign for the 24th Biennale of Sydney.

The Digital Communications Coordinator will be a motivated team player who enjoys a collaborative environment. A creative go-getter who brings ideas and a deep understanding of social media landscapes and digital trends.

The Digital Communications Coordinator understands different audiences, what works and how to best serve content across various channels. This role requires someone who is a brilliant communicator and storyteller, with an eye for detail and is on the pulse to identify new content opportunities.

The position reports to the Head of Communications and is responsible to the CEO.

SELECTION CRITERIA

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:

Essential Criteria	<ul style="list-style-type: none"> • Experience in a similar digital communications role • Excellent writing skills with a passion for storytelling • Ability to manage multiple projects and messaging • Attention to detail • Strong collaboration skills • Energetic and enthusiastic approach • A problem solver and mediator who can address and identify any concerns • Experience with CMS systems, email marketing systems, Facebook Ad manager, Google Analytics, Office365
Desirable Criteria	<ul style="list-style-type: none"> • Previous experience in an arts environment • Experience with Tessitura or similar CRM system • Experience using Adobe Creative Suite

DUTIES AND RESPONSIBILITIES

Social media	<ul style="list-style-type: none"> • Generate innovative social content ideas and collaborate on content strategy with the Biennale team and external partners • Work with the Communications Manager to plan and execute an editorial content calendar across social media channels • Publish content and adapt formats, tone and messaging across various platforms • Advise on social media trends and drive innovation for fundraising, tickets sales and brand awareness • Moderate content and conversation across social platforms and engage with our audience to drive positive outcomes such as growth, shareability and engagement • With guidance from the Communications Manager, execute paid campaigns across all social media platforms (SEM) • Creates tactics to increase key content conversion rate optimisation. • Uphold the reputation of the Biennale of Sydney at all times, through managing message delivery, tone of voice and ensuring content sits within brand guidelines
Website	<ul style="list-style-type: none"> • Actively manage the maintenance of the Biennale of Sydney website to ensure content is kept up-to-date and sits within brand guidelines • Plan and implement the delivery of new components of the Biennale website including establishing a timeline and coordinating the development of content • Work with the Communications Manager to maintain the Biennale's tone of voice and brand style consistent across the website • With guidance from the Communications Manager, position the website in organic web searches (SEO)
Email Marketing	<ul style="list-style-type: none"> • Work with the Communications Manager to plan and execute an editorial content calendar for email communication • Build and deploy the Biennale's email communications calendar, including the production of regular newsletters and campaigns, and managing email lists

biennaleofsydney

	<ul style="list-style-type: none"> • Work with the Communications Manager to build, test and send emails
Other duties	<ul style="list-style-type: none"> • Contribute creatively to the organisation's overall vision and strategy, and demonstrate a commitment to our mission and values • Support the team on major events, campaigns, media and production projects as required • Assist with onsite roles during each exhibition period as required by the staff roster • Work with the Biennale of Sydney Development team to ensure Biennale partner content is being shared effectively across networks
Administration	<ul style="list-style-type: none"> • Report on key metrics for all Biennale of Sydney digital channels • Monitor impressions, engagement and demographic data • Deliver weekly reporting to identify key patterns and learnings • Implement a system to monitor social media mentions and tags including evenings and weekend hours as needed • Ensure all media assets are filed appropriately with guidance from the Communications Manager
Work, Health and Safety (WHS)	<ul style="list-style-type: none"> • All staff are required to take reasonable care of their health and safety and other personnel (including volunteers and interns) who may be affected by their conduct • Participate in WH&S Committee meetings, as required
Key Performance Indicators	<ul style="list-style-type: none"> • Demonstrable growth across the Biennale's digital platforms • Create dynamic and meaningful digital assets and content that increase reach and engagement across the Biennale of Sydney channels • Demonstrates positive working relationships with all departments of the Biennale of Sydney