

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 2,000 national and international artists from more than 130 countries and territories.

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.

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.

APPLYING FOR THE ROLE

Applications will be reviewed as they are received, and interviews may be conducted prior to the closing date. Early applications are encouraged.

Applications addressing the selection criteria must be received by 5pm on **Friday 1 May 2026**.

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 | Marketing & Content Producer

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

ROLE STATEMENT

Position Title: Marketing & Content Producer

Department: Communications

Reporting to: Head of Communications

Contract term: Full time on-going.

Salary: \$85,000 per annum plus superannuation.

POSITION DESCRIPTION

Reporting to Head of Communications, the Biennale's Marketing and Content Producer is responsible for developing, managing and delivering content across multiple digital channels to give voice and amplification to the Biennale's brand and activities. This includes extending our reach, engaging new and increasingly diverse audiences, and increasing our profile over time.

The Marketing and Content Producer works closely with other departments, creative teams and artists connected to the Biennale to better articulate the art we celebrate. The role also works with external contractors including web designers, design studios and videographers, amongst others, to develop and manage content.

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">• Excellent communication (written and verbal) and the ability to liaise with a wide variety of stakeholders.• Strong organisational skills and project management skills.• High level proficiency with Microsoft Office (Word, Excel, PowerPoint, Outlook), computer savvy and the ability to learn new programs and platforms.• Knowledge and experience working with social media platforms, including creating content.• Ability to create, compose, and edit copy.• A sharp eye for proofing/editing or sub-editing collateral and copy.• Proficiency in video editing and use of relevant software such as Adobe Premiere and DaVinci Resolve.• An ability to work autonomously, and to multitask to deliver competing priorities.• Willingness to take direction and work as part of a team.
Desirable Criteria	<ul style="list-style-type: none">• 1-2 years' experience in a similar role.• An undergraduate degree in marketing, communications, arts.• Experience using an email service including WordFly.• Knowledge of Adobe Creative Suite and Tessitura.• Familiarity with the Australian cultural landscape.

DUTIES AND RESPONSIBILITIES

<p>Key duties</p>	<ul style="list-style-type: none"> • Facilitate the production of content and copy for Biennale online channels • Build and manage EDMs (in tandem with the Marketing Coordinator), relating to the Biennale’s activities, including invitations, pre-show reminders, newsletters and solus EDMs. • Manage and produce digital and social media content • Working with the Communications team, develop and implement new digital and social media campaign strategies, establishing KPIs and timelines for all activities • Develop and manage editorial calendar for key social media initiatives. • Produce digital and social media content according to set timelines and budgets, including managing development of video content and photographer with external contractors when applicable. • Remain abreast of trends in digital and social media platforms, and initiatives within the arts and other sectors. • Monitor, measure and report on digital and social media strategies and campaigns • Identify and engage with promotional partners including local businesses, arts organisations, other cultural partners and universities to promote the Biennale. • With the Marketing Coordinator, maintain the accuracy and currency of the Biennale’s website including building pages and events on the website. • Moderate the Biennale communities on social media channels.
<p>Work, Health and Safety (WHS)</p>	<ul style="list-style-type: none"> • 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. • Work with Heads of Department to ensure the WHS manual is adhered to • Participate in WHS Committee meetings, as required.
<p>Key Performance indicators</p>	<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