

## POSITION DESCRIPTION

<b>Position title:</b>	Digital Content Officer
<b>Position location:</b>	Southbank, Melbourne
<b>Reports to:</b>	Marketing and Communications Manager
<b>Salary:</b>	\$65,000 plus superannuation
<b>Full-time equivalent:</b>	Full-time, 12-month contract

**Creative Partnerships Australia** works to foster a culture of private giving to the arts. It does this through a range of programs and services designed to develop the skills and knowledge of the arts sector, as well as working with artists and arts organisations, philanthropy and business to foster partnership, mentoring and investment opportunities.

Creative Partnerships administers the **Australian Cultural Fund (ACF)**, a not-for-profit fundraising platform for Australian artists and arts organisations that was established in 2003 to encourage and facilitate tax-deductible donations to the arts.

The **Digital Content Officer** works with the marketing and communications team to lead the implementation of digital content initiatives; to create digital resources and increase awareness, engagement and reach across the Creative Partnerships Australia and Australian Cultural Fund's digital channels; and to ensure channel optimisation and brand consistency.

The position reports to the Marketing and Communications Manager and collaborates with other units within the agency to identify content that fulfils and furthers Creative Partnerships Australia's strategic objectives.

## KEY RELATIONSHIPS

### Internal

Marketing and Communications Manager, ACF team, Operations Manager, Programs team and State Managers.

### External

Contractors, general suppliers, IT, web developers and CRM service suppliers, arts organisations and agencies, independent artists, arts investors and supporters.

## KEY DUTIES

- Manage content creation, editorial process and delivery as directed by the Executive Director, Research and Engagement, including scoping, writing, commissioning editing and publishing content across Creative Partnerships and the Australian Cultural Fund's digital channels.
- Coordinate Creative Partnerships Australia and the Australian Cultural Fund's social media channels, providing advice on the best strategic use of online platforms.
- Design and deliver visual and content assets including social media assets, video content, blogs, email marketing templates and advertisements, ensuring that they are on-brand and optimised for digital consumption.
- Work with the marketing and communications team to determine media opportunities, amplifying Creative Partnerships Australia and the Australian Cultural Fund's digital presence through engagement with online media agencies.
- Contribute to a continually evolving digital content strategy that supports short and long term marketing initiatives, funding programs, events and other activities.
- Manage and implement a comprehensive editorial calendar in line with the overall Marketing and Communications and Strategy, to promote Creative Partnerships Australia and the Australian Cultural Fund's programs and activities.
- Manage and develop Creative Partnerships Australia's and the Australian Cultural Fund's social media activity in line with the overall Marketing and Communications Strategy, to increase engagement, share news and grow our communities.
- Work with staff and external stakeholders to ensure the delivery of engaging content relevant to the sector and Creative Partnerships Australia's strategic objectives across all digital channels.
- Assist in the management of the Creative Partnerships Australia and Australian Cultural Fund brands, including logo management and branding for marketing and corporate collateral.
- Using online analytics and other data, report on the performance of marketing and communications activities across Creative Partnerships Australia and the Australian Cultural Fund's digital channels, provide insights and recommendations, and map content for different formats and audiences.
- Work with the operations team to improve the marketing team's systems, processes and ability to segment using Salesforce CRM.

- Monitor the performance of content and tools and work with the Marketing and Communications Manager, ACF Manager and web developers to understand user behaviour and iteratively improve the performance of digital channels.
- Support Creative Partnerships Australia and Australian Cultural Fund goals and priority areas by driving and implementing innovative, relevant marketing, digital content and social media strategies.

## **KEY SELECTION CRITERIA**

1. Relevant tertiary qualification/s (marketing, communications or related field)
2. An energetic approach to digital marketing and ability to manage editorial workflow
3. Experience writing long and short form copy with proven ability to create engaging and channel-specific content
4. Skilled in designing for digital with a strong awareness of specs and format requirements
5. Skilled in gathering, analysing and interpreting data on, and improving the reach and awareness of, a range of digital activities; including use of Google Analytics and CRMs, Facebook Insights and SEO optimisation and best practices
6. High-level proficiency with systems such as Wordpress, Canva/Adobe Photoshop, Salesforce, Microsoft Office, Google Analytic, social media management platforms, email marketing software, and video editing software
7. Ability to prioritise tasks, work well under pressure, think laterally, communicate openly and work as part of a team
8. The ability and drive to take initiative and think creatively
9. A passion for digital and the creative and cultural industries

## **HOW TO APPLY**

To apply, please send your CV with a cover letter addressing the Key Selection Criteria, to [hr@creativepartnerships.gov.au](mailto:hr@creativepartnerships.gov.au) by 5pm, Monday 25 July 2022.