



Each January Sydney Festival shakes up Sydney with a summer festival of music, art, dance, theatre and immersive experiences. We're proud of our long history of commissioning ground-breaking new Australian art, and we're equally proud to be a great place to work, with many of the seasonal team members returning year after year.

Sydney Festival is committed to equity and inclusion. We welcome and encourage applications from Aboriginal and Torres Strait Islander peoples, people from culturally and linguistically diverse backgrounds, people with disability and people from the LGBTQI+ community.

Title	Social Media Specialist
Salary	\$70,000 + superannuation (pro-rata to contract period)
Contract	August 2024 – 7 February 2025
Reports to	Content Manager

PURPOSE OF POSITION

The Social Media Specialist is a key player in the planning and implementation of the overall digital marketing and promotional campaigns for Sydney Festival.

In consultation with the Content Manager, the Social Media Specialist will manage Sydney Festival's social media platforms, create organic social media content and assist with the delivery of an integrated campaign across digital platforms.

The role is responsible for ensuring the growth and health of our social platforms with a rich schedule of entertaining and engaging content about the Festival, its artistic community, and the many events in its program. The role is also responsible for upholding the Sydney Festival tone of voice through these multi-media communications.

The Social Media Specialist will be experienced in organic social media strategy, literate across all platforms and confident at communication and storytelling through multiple mediums.

ORGANISATIONAL CONTEXT OF POSITION

The position forms an essential part of Sydney Festival's marketing team which is responsible for the ongoing management of the integrity of the Festival brand, development of the Festival profile and for generating box office income. This is achieved through an integrated communications campaign as well as targeted campaigns for individual events. The department also delivers marketing benefits to sponsors.

The department is responsible for ensuring the Festival is perceived as successful, ethical and vibrant, and therefore attractive to audiences, sponsors and other key stakeholders from Board members to current and potential employees and contractors.

Outside the department, the position liaises with Development, Programming, Production and Administration departments, the Executive Office, external agencies and suppliers, and artists and creative teams in the annual Festival program.

KEY RESPONSIBILITIES

- In consultation with the Content Manager, plan and execute a results-driven organic social media strategy
- Develop and curate dynamic content for social media platforms, including writing, capturing and editing of content as well as design briefs for images and video content

- Create and manage daily schedule of organic social content
- Attend events and produce/moderate live social media content
- Plan and organise artist-led content for social media, including artist takeovers, behind-the-scenes and interview content
- Plan and organise initiatives that encourage user-generated content for social media platforms, including onsite photo opportunities, signage and competitions
- Lead community management, responding to audience enquiries submitted through social media and responsible for moderating according to the Festival's community guidelines
- Create a strategy to grow Sydney Festival's Tik Tok and YouTube accounts
- Manage invitations for unpaid content creators and influencers, including planning and organising events for content creators and influencers in January
- Assist with development of bespoke video content for social media channels
- Assist with servicing Festival partners, including delivery of requirements across digital marketing tools
- Provision of retrospective marketing information for sponsorship reports
- Marketing department administration and archiving
- Provide marketing assistance across the organisation as required
- Other duties as required

SKILLS AND EXPERIENCE

- Demonstrated experience managing corporate social media accounts including but not limited to Facebook, Instagram, X, TikTok, LinkedIn and YouTube.
- Demonstrated track record for cost effectively growing brand communities and delivering a calendar of engaging social content
- Knowledge of digital marketing trends, content marketing and the Australian cultural sector.
- A flair for communication and storytelling
- Strong copywriting skills and understanding of visual design principles
- Basic video capture and editing capabilities
- Experience in arts, music, culture or entertainment industries highly regarded.
- Experience with livestreaming via social channels and digital content highly regarded

TO APPLY

If this sounds like you, submit your CV and cover letter by email to marketing.jobs@sydneyfestival.org.au