

NAOMI MILGROM FOUNDATION

Position title:	Digital Content Coordinator
Reports to:	Head of Marketing and Communications
Role type:	Fixed term part-time contract (0.6 FTE)
Contract period:	19 August 2024 – 4 April 2025 The position will be required to work flexible hours including evening and weekends at key points in the MPavilion season (21 November 2024 to 22 March 2025)
Salary:	\$75,000 p.a. plus statutory superannuation

Supported by the Head of Marketing & Communications, the Digital Content Coordinator will plan, create, distribute, and analyze digital content across platforms for the Naomi Milgrom Foundation's initiatives, with a focus on MPavilion Season 11.

The role will work closely with the program team, our participating collaborators to raise awareness of MPavilion, and build engagement in the program of events – producing content across paid and organic social media platforms (Instagram, LinkedIn, Facebook, Youtube), website and newsletters.

The role is typically 3 days a week with some evening and weekend work required at peak points during the MPavilion season (21 November 2024 – 22 March 2025).

Key Responsibilities

Social Media

- Content creation– developing engaging and on brand social content across Canva templates, Reels and video content, workshop new content ideas and adapt to relevant industry trends, capture content on site at MPavilion events
- Copywriting – develop succinct copy for a range of platforms including paid and organic social media, bringing the MPavilion brand to life
- Moderation – foster direct relationships with followers, moderating paid and organic posts, responding to audience queries in a considered, accurate and timely way
- Reporting and social listening – monitor social media mentions and earned social measurement, tracking reach and sentiment
- Community development – identify and develop relationships with content creators and new communities aligned with the MPavilion brand
- Coordinate the delivery of partnership deliverables across social media and MPavilion newsletter
- Provide advice to teams and MPavilion collaborators on social media best practice
- Ensure marketing and brand guidelines for collaborators are communicated and followed

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- Develop plans to distribute digital content to target audiences, extending the reach beyond owned channels
- Paid advertising – work with Head of Marketing & Communications to create, schedule and monitor performance of paid social media campaigns

Newsletter & Website

- Plan, write and send the MPavilion newsletters (Monthly Weekend edition and weekly What's on) analyzing data and insights for continual improvement
- Develop written interviews and features spotlighting the MPavilion community and collaborators with an editorial lens
- Work with Program Producer and Associate Producer to upload and distribute MPavilion Podcasts and audio content (Spotify, Apple Podcasts, Wordpress)

Teamwork and other duties

- Contribute to weekly Team meetings and weekly reporting
- Positively contribute to team processes and outcomes
- Support broader marketing, communication and administrative projects for the Foundation as reasonably required

Key Selection Criteria

- Relevant qualifications or equivalent skills, knowledge and experience.
- Communication skills – demonstrated copywriting and experience, high attention to detail and the ability to adapt communications for a range of audiences and platforms (website, social media, apps, newsletters, printed materials, reports)
- Social media expertise – experience developing social media and editorial content for brands across platforms leading to audience engagement outcomes
- Technical skills: Proven ability in working with digital marketing and social media platforms and experience leveraging data and insights to improve performance
- Excellent organisational skills – demonstrated ability to plan and track progress on tasks in a fast-paced environment; take a proactive approach to prioritise competing tasks and meet deadlines.
- Interpersonal skills and relationship building – demonstrated ability to establish and maintain relationships with people at all levels through clear, timely and proactive communications (written and verbal)

Desirable

- Video creation and editing experience
- Prior experience in Meta Ads Manager, Google Analytics
- A passion for arts, culture and design