

## **SOCIAL MEDIA AND CONTENT COORDINATOR**

**ROLE DESCRIPTION:** The role of Social Media and Content Coordinator sits within La Mama's Communications and Marketing team. The successful candidate will work with artists to create and distribute content promoting productions, artists and the La Mama brand.

### **KEY RESPONSIBILITIES AND DUTIES**

- Develop, implement and report against [La Mama's Marketing and Communications Strategy](#) and [La Mama's Strategic Plan](#)
- Through the marketing pack, strategy meetings and ongoing communications, work with artists to create content and ensure individual shows and La Mama happenings are promoted and engage a broad audience
- Manage La Mama's social media channels
- Collaborate with curators to create content for Poetica, Musica, Cabaretica, Cinematica, Learning, Kids, Indigenous, Emerging & Access programs
- Manage La Mama's weekly Enews (content, copy, distribution)
- Manage the creation of online events and listings (Facebook, Arts Hub, and more)
- Manage cross promotion and giveaways
- Manage paid social media advertising (creation, budget and analysis)
- Manage La Mama's future content hub, including authoring, curating and uploading content
- Produce and coordinate the delivery of a bi-annual content strategy
- Manage creation of quarterly media releases in relation to seasonal programming and curate and coordinate video content in line with strategy (Online Producer to create)
- Create a Content Calendar for local and global events driving relevant engagement for La Mama communications.
- Support the daily management of website content
- Keep up to date and with industry and opportunities for sharing through La Mama's networks
- Awareness and implementation of Accessibility Action Plan, Sustainability Action Plan, Safe Space policies and Reconciliation Action Plan
- Advocacy for La Mama
- Front of House for La Mama productions (additional casual role.)

### **SKILLS, KNOWLEDGE, EXPERIENCE**

- Excellent copywriting, verbal and communication skills
- Content curation, creation and strategy experience. (This role will be responsible for creating text copy and working with La Mama's Online Producer to curate and coordinate Video content. Video creation will be executed by Online Producer.)
- Deep and current understanding of social media platform nuances, trends and technical changes
- Excellent storytelling skills
- Social media scheduling, budgeting, ad management and data analysis experience including Facebook Business Manager.
- Knowledge of accessibility communications best practices
- Strong experience in stakeholder management (artists, producers, external contractors, audiences)
- Expertise in writing for different audiences
- A high degree of initiative as well as the ability to work as part of a small team
- Great organisation and time management skills and an eye for detail
- Creativity, lateral thinking, innovation
- Understanding of and respect for La Mama's history, ethos and operations

## ACCOUNTABILITY

This role reports to the co-CEO / Creative Producer

## HOW TO APPLY

Please include your resume, cover letter and application addressing the skills, knowledge and experience and why you would be the perfect candidate. Email Caitlin Dullard: [caitlin@lamama.com.au](mailto:caitlin@lamama.com.au) with the position you are applying for in the subject line.

## EMPLOYMENT POLICY

La Mama is a welcoming, generous, flexible, stimulating and equal opportunity workplace. We strongly encourage applications by First Nations people, people from a culturally and linguistically diverse background, disabled people, people of all abilities and people from the LGBTIQ+ community. For access needs please contact La Mama (03) 9347 6948 [info@lamama.com.au](mailto:info@lamama.com.au).

## PAY INFORMATION

\$65,000 Pro Rata (0.8 EFT) + 12% Superannuation

## DATES

Applications close: Sunday 17th October

Interviews: Week of Monday 25th October

Start Date: As close as possible to Wednesday 3rd November

For information about La Mama: <https://lamama.com.au/about-la-mama/>

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