

JOB DESCRIPTION FORM

JOB TITLE: Digital Content Producer	POSITION NUMBER 10062	CLASSIFICATION: Level 3
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JOB TITLE: Digital Content Producer	
AWARD Public Service Award 1992 / PSGO CSA GA 2022	EMPLOYMENT TYPE FIXED TERM, Full time
DIRECTORATE Marketing and Commercial Development	TEAM Marketing
POSITION REPORTS TO Position No: 16113 Public Relations Communications and Media Manager	POSITIONS REPORTING TO THIS POSITION NIL
<p>PURPOSE OF POSITION</p> <p>As a member of the Marketing and Commercial Development team, the position will coordinate digital activity strategy for AGWA with a focus on social media and a variety of other creative content including video and photography. The role is responsible for but not limited to general AGWA announcements, AGWA Rooftop and Events, Design Store activity, learning and engagement, exhibitions and launches.</p>	
<p>CONTEXT</p> <p>The Art Gallery of Western Australia develops and maintains the best public art collection in the State and the world's pre-eminent collection of Western Australian art. Our purpose is to preserve, interpret, display and acquire historic and contemporary visual arts. Through our collections, programs and events, we offer visitors exciting encounters with Western Australia art, Australian Indigenous art and the art of the world. The Art Gallery of Western Australia has an established national and international reputation and brings major world exhibitions to Western Australia and takes Western Australian initiated exhibitions to the world.</p> <p>The Art Gallery of WA is a Statutory Authority within the Department of Local Government, Sport and Cultural Industries. The Department facilitates lively communities and the economy and the offering of outstanding and inclusive sporting and cultural experiences to local, interstate and international visitors.</p>	

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STATEMENT OF DUTIES

The position is broken into the following priority focus areas:

- In liaison with the PR Communications and Media Manager, co-ordinates content strategy for a range of gallery initiatives ranging from exhibition, commercial, launches and gallery announcements.
- Content platforms consisting of the following but not limited to
- Social media - daily.
- Written content, newsletters and EDMs - daily
- Video content - occasionally.
- Podcasts - occasionally
- content creation and coordination of external content creators and consultants.
- Create content and oversee the various AGWA social channels of Instagram, LinkedIn, Facebook and others. This includes monitoring, publishing and developing audiences.
- Develop and execute visually stunning assets for a variety of digital and print materials, including infographics, one-pagers, newsletters and presentations.
- Plan, source, write, edit, and create social media content, including, but not limited to carousels, videos, reels and podcasts.
- Coordinate external content providers and consultants.
- Create and execute social media plans, analysing and reporting on relevant metrics.

STATEMENT OF DUTIES - *continued*

- Strategic planning across all content management – working in conjunction with Senior Comms Manager devises content strategy for individual AGWA campaigns and gallery-wide campaign activity.
- Written and Communication – strong written and verbal communication abilities, interviewing, editing and briefing across all project area - ongoing.
- Supplier liaison - works with production and creative teams (internal and external to create and deliver complex production content (video, podcasting, photographic) in-line with strategic project requirements and within budget.
- Assist with budgeting and financial administration including tracking campaign spend by projection in accordance with the Gallery's objectives and best practice.
- Daily online community management, social listening/monitoring and interaction, analysis and reporting, including identifying and mitigating social media risks.
- Seeks post and content related information and feedback from specific internal clients when required.
- Maintains all records in accordance with AGWA Policy and procedures.
- Other duties as required with respect to the skills, knowledge and abilities of the employee.

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<p>The role works in the Marketing and Commercial directorate and aligns with the messaging priorities set by the Director of Marketing and Commercial Development.</p> <p>In conjunction with the PR Communications and Media Manager, coordinate the development and implementation of dynamic and creative digital marketing, advertising and community engagement plans to educate and engage the public with the Gallery's diverse range of exhibitions, programs, and events and the commercial offerings of the AGWA Design Store and AGWA Rooftop.</p> <p>Coordinate campaigns and maintain digital platforms including, but not limited to the Gallery's social media channels, google analytics, google ads, and as required the Gallery's website and commercial subsites (AGWA Rooftop and Design Store) eDM programs.</p> <p>In collaboration with the PR Communications and Media Manager and the Director of Marketing and Commercial Development, develops, curates and schedules engaging, creative content including copywriting, photography, video content production and effects, to enhance the brand and build strong online communities across our social platforms.</p> <p>Cultivate AGWA's online audience and enhance engagement with AGWA's online content.</p> <p>Develop and maintain Gallery representation on external third-party platforms.</p>	<p>COMPLIANCE AND LEGISLATIVE KNOWLEDGE</p> <p>Comply with Department's Code of Conduct, policies and procedures and relevant appropriate legislation.</p> <p>Meet Work Health and Safety, Equal Opportunity and other legislative requirements in accordance with the parameters of the position.</p> <p>Maintain current knowledge of all developments and changes in legislative requirements that apply to the state government sector.</p> <p>SPECIAL CONDITIONS</p> <p>Current Criminal History Record Check: An acceptable National Police Certificate (police clearance), or equivalent, is an essential pre-employment requirement and must be obtained prior to commencement. Please note that a criminal record does not necessarily disqualify you for appointment. You will be given the opportunity to discuss the matter fully before a final decision is made.</p> <p>100 Point identification check</p> <p>'Australian Permanent Residency' status is a minimum requirement for permanent appointment to the WA Public Sector. However, for appointment on a fixed term contract or casual basis, applicants only require a valid Work Visa for the duration of the entire advertised term.</p> <p>Complete induction procedure within 3 months from start date with AGWA.</p>
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WORK RELATED CRITERIA (SELECTION CRITERIA)

Essential

1. Demonstrated relevant and current experience within a marketing, media or public relations environment across all communication channels with a primary focus on digital channels including website, social media, digital campaigns, email marketing, copywriting and/or journalism, SEO and SEM.
2. Demonstrated experience in the development, implementation and reporting of effective organic and paid social media campaigns, including effective content production to build engagement and extend reach.
3. Demonstrated high level of social and digital marketing skills, incorporating content planning, advertising, search and re-marketing strategies.
4. Strong writing and editing skills, with the ability to write quickly, clearly, and accurately.
5. Demonstrated highly developed interpersonal, verbal and written communication skills to effectively liaise with internal stakeholders and engage with the Gallery's audience.
6. Highly self-motivated and directed, with keen attention to detail.
7. Demonstrated experience in using CMS systems, analytics, email and social media management programs.
8. Ability to independently manage a diverse workload with potentially conflicting demands, and use initiative, to ensure that deadlines are met.
9. Ability to work proactively and creatively in a team-based environment.
10. Ability to work flexibly and outside usual business hours when required.

KEY RELATIONSHIPS / INTERACTIONS

1. Director Marketing and Commercial Development
2. PR Communications and Media Manager
3. Key Marketing and Communication staff
4. Internal AGWA staff

LOCATION Perth Cultural Centre

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Manager Signature: **Date:**/...../..... **Employee Signature:** **Date:**/...../.....