

## JOB DESCRIPTION

### SUMMARY INFORMATION

**Job Title:** Marketing Coordinator, Digital  
**Reports to:** Digital Marketing Manager  
**Location of Job:** Sydney - Zetland on Gadigal Land  
**Appointment type:** Full time Permanent

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### Musica Viva's Purpose

Musica Viva exists to create and support a vibrant chamber music sector which is accessible to people of all backgrounds across Australia.

### Musica Viva's Mission

An Australia where chamber music thrives and where people of all ages, cultures and communities have access to, and learn to appreciate, the vital role of music in building a stronger, more creative world.

### Purpose of position

The Marketing Coordinator, Digital is responsible for managing the day-to-day website updates, identifying and troubleshooting technical issues, assisting with reporting and helping to improve the user journey for a seamless website experience. In collaboration with other team members, this position works on with EDM campaigns, digital advertising, creating playlists and publishing podcasts.

### Reporting/working relationships

The position sits within the Digital Marketing Team reporting to the Digital Marketing Manager. The position works with both the Sydney office and staff interstate to update relevant sections of the website. This role will also work with external website developers.

## DUTIES AND ACCOUNTABILITIES

### Key areas of focus:

- Maintain day to day edits and updates of Musica Viva's website and microsites in a timely manner.
- Ensure the site is maintained with accurate, consistent, and up to date information.
- Assist relevant managers with the production of Musica Viva website materials, in conjunction with other marketing staff, to ensure brand consistency across online content and design.
- Work with the Marketing team on scheduling, writing and delivering all Musica Viva EDMs.
- Use software to monitor customer experiences, identify pressure points in the customer journey and implement changes to improve the website.
- Identify and troubleshoot technical issues on the website as they arise.
- Relevant website testing as required.
- Implement best practice SEO tactics across website including refreshing website copy, optimising content, adding page descriptions, keywords and meta tags.
- Organise and maintain the website media library, image descriptions and alt text.
- Complete reporting on website trends and activity and completing monthly website audits.

- Ensure the website meets appropriate accessibility standards.
- Assist with planning and implementing AdWords campaigns, optimizing effectiveness through platform insights and available tools, including Keyword and Display Planner.
- Assist the Database Marketing Manager with data entry and integration of website with Tessitura/TNEW as required.
- Work independently with external website developers and stakeholders.

### **Other responsibilities**

- Assist with digital creative and written content for MVAs online platforms including website banners and images, website content including blogs and creating spotify playlists.
- Writing the episode synopsis and show notes for the Podcast and editing audio transcripts for blog content.
- Assisting with customer queries made through social media channels.
- Assisting with the organisation of webinars, podcast episodes and live streams.
- Professional-standard storage, naming and archiving of files in line with MVA IT policy
- Participation in meetings and company-wide digital working groups.
- Maintaining MVAs content library.
- Managing and maintaining MVAs online video libraries on Vimeo and YouTube, editing titles, adding closed captions, and updating video content on the MVA website.
- Monthly reporting on MVAs video content and digital brochure libraries.
- Record and track digital marketing expenses and invoices in organisational budgets.

### **Organisational Responsibilities:**

- Maintain healthy work relationships with volunteers and other staff members.
- Attend meetings as required.
- Contribute to regular and ongoing quality improvement and funder-required accreditation activities.
- Participate in professional and performance development activities and remain up-to-date on current knowledge and skills related to the position.
- Take reasonable care for his/her own health and safety and for the health and safety of anyone else who may be affected by his/her acts or omissions at the workplace.
- Hold a valid Working with Children Check. MVA will cover the cost of obtaining or renewing the check.
- Maintain the highest ethical standards, confidentiality and cultural awareness when dealing with others.
- Adhere to workplace policies, procedures and systems, as amended from time to time, in particular those that address workplace health and safety, anti-discrimination, bullying and harassment and privacy.
- Contribute to the overall well-being of the organisation and avoid participation in any activity that might be harmful to the good operation, health, or reputation of the organisation.
- In addition to the duties outlined above, the position holder is also required to perform such other duties as may be directed, provided these are within his/her competency or training from time to time.

## **COMPETENCIES AND EXPERIENCE OF POSITION HOLDER**

### **Essential Knowledge, Skills, Qualifications & Abilities:**

- Minimum 2 years' experience using website CMS platforms

- Minimum 1 years' experience using the Google Suite including Analytics, Ads & Tag Manager
- Experience working with external digital service providers and being able to clearly communicate company needs and find effective solutions
- A pro-active, resourceful, and communicative team player, with the capacity to work cooperatively and independently
- Attention to detail, resourceful and proactive.

**Desirable Knowledge & Skills:**

- Tertiary qualification/industry experience relevant to website development
- Working knowledge of HTML and CSS
- Experience using the Tessitura Network
- Knowledge of and in interest in music and performing arts
- Skills or interest in video editing or recording audio.