

## POSITION DESCRIPTION

### Social Media & Content Executive

#### OUR PURPOSE

City Recital Hall Limited was established as a not-for-profit company in 2015. Our world-class performance space is located in Angel Place in the heart of Sydney's laneway precinct.

We create exceptional live music experiences for our audiences and artists that reflect the acoustic quality and intimacy of City Recital Hall.

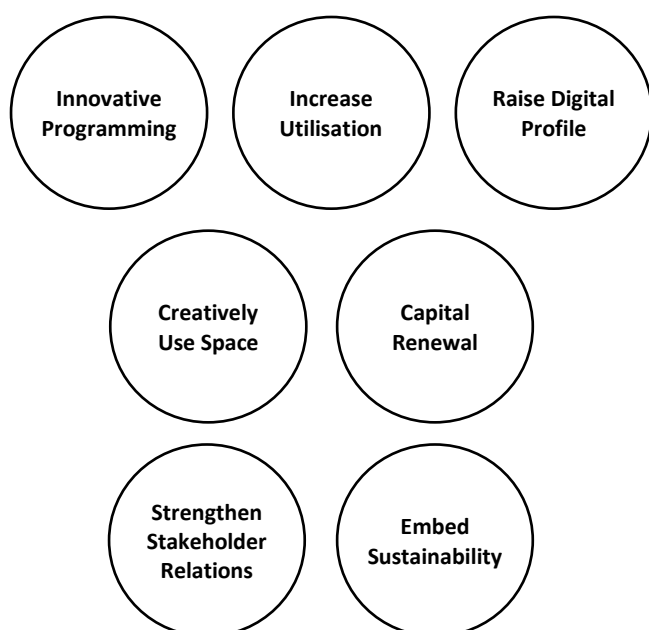
We welcome everyone with respect, joy and care.

We strive to achieve our cultural, social and economic potential as a landmark Sydney cultural destination.

#### Our Values

- **Connection** - we cherish the relationship between audiences and artists
- **Imagination** - we ignite bold creativity and innovation
- **Excellence** - we build trust through quality
- **Sustainability** - we aim to be cultural leaders for the future

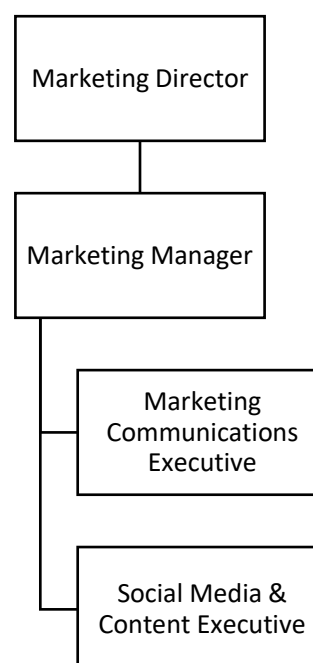
#### OUR STRATEGIC FOCUS AREAS



#### MY PURPOSE

The Social Media & Content Executive leads social media and content strategy and delivery, including paid activity and community management. The role also leads content curation, creation and processing for the Marketing department.

#### REPORTING LINE



#### KEY RELATIONSHIPS



**POSITION DESCRIPTION****Social Media & Content Executive****MY RESPONSIBILITIES****Responsibilities****Duties**

- Work with the Marketing Manager to develop and maintain the social media and content components of the organisational Marketing Strategy.
- Lead the social media-based organic and paid marketing and customer service channels (community management).
- Lead the processing of incoming event assets/content.
- Lead the development of content for use on paid and organic social channels utilising both supplied assets and commissioning or creating new content.
- Lead influencer and tastemaker campaigns.
- Work with the Marketing Communications Executive to ensure a cohesive approach between social media messaging and the other owned channels delivered by the Marketing Communications Executive (signage, newsletters, edms, website).
- When there is overflow work for web and newsletter channels, assist the Marketing Communications Executive. This includes partial leave cover for the Marketing Communications Executive role.
- Work with the Programming & Events and Ticketing team to ensure customer service communication is delivered in a timely and accurate manner utilising social media when needed.
- Weekly, monthly and annual social media reporting.
- Monitor and manage the info@ and marketing@ inbox, ensuring timely responses and/or delegation.
- Ensure all CRH Presents events are submitted for online listings.
- Basic departmental invoice processing.

**Note:** Role requires some out of hours work to cover select events in real time on social media.

**Performance Indicators**

- Growth of City Recital Hall following and engagement across Facebook, Instagram, Tik Tok, LinkedIn and YouTube by creating and delivering high quality, engaging and targeted content.
- Utilising organic social media to drive awareness and conversions of events staged at the Hall.
- Adaption, commissioning and/or creation of high-quality written, video and pictorial content to be used on marketing channels.
- Accurate and timely event information imparted to guests via social media.
- Accurate and timely processing and filing of all incoming event assets. Ensure all hirer and in-house event content is of a consistent quality that is cohesive with the City Recital Hall brand.
- Ensure all social media inclusions as part of a hirer agreement are fulfilled.

**POSITION DESCRIPTION****Social Media & Content Executive****MY ATTRIBUTES, SKILLSET AND BEHAVIOUR****Criteria****Essential**

- Exceptional communication skills, including the ability to create public-facing copy.
- Intermediate graphic design experience, using software such as Adobe Photoshop / InDesign and/or Canva experience.
- Basic to intermediate video editing skills for quick turnaround content, using apps like CapCut.
- Intermediate experience with Google Analytics.
- Intermediate to advanced experience with Meta Business Suite and Ads Manager, Tik Tok Ads Manager and Adwords.
- Advanced experience with Sprout or other social media planning and reporting tool.

**Desirable**

- Live entertainment industry experience.
- Experience with Signage Live or other digital signage systems.
- Wordfly experience (or equivalent email system).
- CRM experience, with Tessitura experience highly regarded.

**Experience**

- At least 3 years' experience in an equivalent social or content marketing role representing a major B2C brand/organisation.

**Attributes and Behaviours****Connection**

- Strengthen the relationship between digital audiences and CRH to drive visitation.

**Imagination**

- Develop new ways to engage audiences through owned channels.

**Excellence**

- Ensure an exceptional marketing communications experience for all hirers and artist teams.

**Sustainability**

- Champion a sustainable approach to marketing through effective organic content over reliance on paid channels.

**ACKNOWLEDGEMENT**

I accept the position description as stated above and that the position description may need amending and updating periodically due to changes in responsibilities and organisational requirements. Changes to the position description will be consistent with the purpose for which the position was established.

**Print Name:**

**Signature:**

**Date:**