



The Push Inc.
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February 2018

POSITION DESCRIPTION

Position: Social Media Coordinator
Organisation: The Push Incorporated
Hours: Part-time, 30.4 hours per fortnight / 2 days per week
Tenure: Fixed term to 31 December 2018 with the possibility of extension
Location: Brunswick
Pay: \$27.06 per hour

The Push is a not-for-profit Victorian youth music organisation in its 30th year of operation. The Push delivers a range of music programs and provides support to young people in relation to creative industry pathways. To find out more about The Push, please visit www.thepush.com.au.

The Position

The Social Media Coordinator is a part-time employee of The Push. The place of work is located in Brunswick and the employee will occasionally be required to travel outside the metropolitan area.

We are seeking a candidate who has demonstrated experience in coordinating social media campaigns, an ability to produce quality audio/visual online content, and excellent written and verbal communication.

Key Relationships

The Social Media Coordinator reports to the Creative Producer, who provides support, supervision and direction. The Push Executive Officer will provide finance, HR and stakeholder management direction for the role.

The Social Media Coordinator will work closely with other Push staff and liaise with a number of external clients, service providers, organisations and stakeholders within the community including Push Board members, funding providers, State and local Government representatives and the wider Victorian music community.

The Social Media Coordinator works alongside and supports the work of the Project Coordinator - Websites and Online Content.

Key Responsibilities

Duties of this role may include but are not limited to the following:

Social Media:

- Collate, develop, write and produce content for The Push social media platforms
- Develop, implement and moderate a social media calendar across The Push and Face the Music social platforms including: Facebook, Twitter, Instagram, Youtube, SoundCloud and Apple podcasting
- Respond to end-user enquiries via social media
- Coordinate The Push YouTube channel, build the library of Push video assets and produce quality content
- Plan coverage and coordinate live social media activities at major Push events, coordinating with the Push communications team, artists and event participants as required. In the week following major Push events, coordinate event wrap

BalconyTV Melbourne:

- Coordinate with audio visual volunteers to produce regular content for BalconyTV Melbourne
- Liaise with BalconyTV worldwide representatives
- Work with publicists and managers to find talent for BalconyTV Melbourne

Project Development:

- Coordinate in-house audio visual capacity for The Push
- Support all staff to provide video and stills photography content for promotion, celebration and documentation across all Push projects
- Coordinate audio visual content, including integration with web assets and social media
- Support the online delivery of Push projects, including Face The Music event days, skills development resources and training activities

General:

- Develop and share an annual work plan for all projects undertaken
- Liaise closely with The Push Project Coordinator - Websites and Online Content and assist with relevant activities where needed
- Assist with online communications activities and campaigns
- Compile statistics, feedback and provide reports as required
- Maintain contact with clients, service providers, partner organisations, music industry and young people to achieve the objectives of the projects
- Support the involvement of volunteers and music industry participants across The Push
- Other duties as consistent with the role and employee's skills

Key Selection Criteria

Essential:

- Suitable experience in developing and coordinating social media campaigns
- Basic to intermediate skills in use of Facebook Adverts Manager and Tweetdeck
- A proven social media 'voice' appropriate to The Push and its market

- Audio visual content creation skills
- Intermediate to advanced skills in use of top-tier Canon DSLRs (incl. RAW and video shooting)
- Basic skills in Adobe Creative Cloud suite including Photoshop, Lightroom and Premiere Pro
- Intermediate to advanced skills in Microsoft Office suite including Excel, Word and Outlook
- Ability to work effectively within a small team
- Excellent written and verbal communication skills
- Disciplined time management and project coordination skills
- The Employee agrees to submit and successfully complete a Working with Children Check

Desirable:

- An educational qualification relevant to the position
- Experience working with youth culture projects
- Knowledge of the Australian contemporary music scene and its issues

Employment Conditions

Employment is offered for an initial period to 31st December 2018, subject to a successful 3-month review. At the completion of the contract period, it is anticipated that a further employment agreement will be offered. An hourly rate of \$27.06 per hour will be paid, as well as 9.5% compulsory superannuation and 17.5% annual leave loading. Overtime is accounted for on an hour-for-hour basis through a Time In Lieu system. This is a non-award position which comes under The Push's Individual Performance Agreement.

Application Process

To apply for this position, please forward a copy of your current résumé along with a cover letter and document addressing the key selection criteria to:

The Recruitment Officer, The Push
employment@thepush.com.au

Closing date: **5.00pm on Sunday 4 March 2018**. Late applications cannot be accepted.

**Please note the position title in the subject line of your email.*