

POSITION DESCRIPTION

JOB TITLE Digital Platforms & Content Manager
REPORTS TO Director of Market Development

THE ORGANISATION

Led by its charismatic Artistic Director, Richard Tognetti AO, the Australian Chamber Orchestra is Australia's most dynamic performing arts organisation. Renowned world-wide for its inspired and courageous programming and unrivalled virtuosity, the ACO collaborates with an extraordinary range of artists including the world's leading soloists, cinematographers, visual artists and contemporary musicians and entertainers.

The ACO is based at its award-winning home, ACO On The Pier, in Sydney's Walsh Bay Arts Precinct, an exciting space for live performance, community engagement and collaboration. Celebrations for the Orchestra's 50th Anniversary Season are well under way in 2025, so you'll be joining at a pivotal time for the ACO and be part of a high performing, ambitious and creative team who are always looking for bold new ways to grow audiences and amplify the ACO's national and international reputation.

ABOUT THE POSITION

The Digital Platforms & Content Manager brings the excellence, creativity, innovation and boldness of the ACO to life online. Through compelling brand storytelling and optimised paid campaigns, the role is responsible for growing and nurturing the ACO's online community and driving deeper connection with new and current ACO audiences.

Brand and Strategy

- Create industry-leading content that brings the ACO brand to life online, driving engagement with the Orchestra and celebrating the richness and breadth of ACO offerings across our National Concert Season, ACO On The Pier program, Learning & Engagement initiatives and international touring
- Develop and deliver a content and platform strategy optimized for channel growth, brand amplification and supporting paid campaigns and revenue generation
- Drive strategic content distribution initiatives that engage new and existing audiences

Paid Media

- Plan, manage, track and report on digital media campaigns including, but not limited to, ACO national tours, ACO On The Pier events and ACO Families productions
- Monitor ticket sales and work with the team to adapt the campaign to market trends
- Contribute to post campaign reports to ensure learnings are captured and campaigns are fully optimised
- Stay abreast of trends and platform developments, ensuring ACO remains at the forefront of digital best practice

Channel Management

- Manage ACO social media channels, including but not limited to, Instagram, Facebook, YouTube, TikTok, LinkedIn and X, working across departments to ensure a cohesive brand narrative and an engaging and distinctive tone of voice
- Lead both evergreen and campaign content for ACO social channels, email and website content
- Contribute to the planning and creation of content collaborations with corporate partners and venue hirers
- Manage and maintain streaming platforms, including but not limited to, ACO On Demand, Apple Music and Spotify
- Support website content management, working closely with the Digital Experience Specialist
- Devise and implement acquisition strategies to grow ACO's social community
- Manage analytics and tracking to ensure content is optimised and supporting broader channel strategy
- Respond to customer enquiries over socials, consulting with other departments and/or escalating as appropriate

KEY RELATIONSHIPS

- Marketing team
- All areas of administration including Artistic, Learning & Engagement, Venue team, Philanthropy, Partnerships and Box Office
- Artistic Director and musicians in the Orchestra
- Creative agency partners
- National venue partners
- Content production partners and videographers

TERMS

This position is a full-time, permanent position based in the ACO's office in Sydney.

WHAT WE'RE LOOKING FOR

- A creative and engaging storyteller with a strong background and keen instinct for creating compelling, platform-optimised editorial and video content
- A passion for outstanding copywriting with acute attention to detail
- Five+ years' experience managing and moderating social media channels
- Demonstrated success in running paid digital campaigns across Meta and other platforms that hit commercial targets and engage new audiences
- Proven track record in driving growth and engagement across digital and socials channels
- An in-depth knowledge of the most popular social media platforms and up-to-the-minute digital trends
- A supportive team player with a natural affinity for collaboration and continuous learning
- Strong analytical skills with the ability to draw insights from data and prepare reports for stakeholders
- A love of music (encyclopaedic knowledge not necessary!)