

POSITION DESCRIPTION

Job Title	Publications & Content Editor	Date	April 2015
Department	Marketing	Reports to:	Director of Marketing
Location	MSO Southbank Offices	Role Status:	Full time

1. POSITION PURPOSE
<p>The Publications & Content Editor will support the MSO’s vision of being a truly great orchestra that evolves to inspire and engage audiences, and is an essential part of Melbourne’s rich cultural fabric.</p> <p>The purpose of the position is to write and edit all external communications for the Melbourne Symphony Orchestra, working collaboratively with the Marketing and Artistic departments and key external stakeholders.</p> <p>Music is a universal language and has the power to inspire and challenge. The MSO aspires to deeply engage classical music lovers and educate new audiences by providing access points into the art form through publications and content.</p>

2. MSO VALUES and BEHAVIOURS	
Excellence	We will deliver the highest standards of performance at all times, artistically and organisationally
Creativity	We will be inventive and imaginative, supporting creativity throughout the company and always seeking new ways to inspire our artists, audiences, supporters and staff
Diversity	We will be adaptable and responsive, constantly evolving to meet our stakeholders’ needs and expectations and realise new opportunities
Leadership	We will demonstrate the highest levels of professionalism and be passionate advocates for our company, our artists and the art form
Responsibility	We will be exemplars of good governance, sustainability and accountability to our stakeholders
Integrity	We will be open and honest, reliable and respectful, and ethical at all times

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3. DIMENSIONS and WORKING RELATIONSHIPS	
Reports to	Director of Marketing
Direct Working Relationships	<ul style="list-style-type: none"> ▪ Marketing Managers (Subscriptions, Singles and Digital) and Marketing Coordinators ▪ Public Relations Manager, Publicist, Publicity and Online Coordinator ▪ Director of Artistic Planning, Artistic Coordinator, Orchestra Librarian ▪ Leadership team and Managing Director ▪ Key external stakeholders of the MSO

4. MAJOR RESPONSIBILITY AREAS
<p>The major responsibility areas of the Publications & Content Editor are</p> <ul style="list-style-type: none"> ▪ Implement a multi-channel publications and content strategy ▪ Enhance and extend the MSO's brand and product awareness, interest and desire through innovative and informative publications and content ▪ Educate new and existing audiences about classical music, MSO artists and performances ▪ Deliver a consistent brand experience across every touch point and manage the MSO's verbal identity ▪ Occupational Health and Safety

5. KEY RESULT AREA	MAJOR ACTIVITIES
Creating publications and content to market and communicate MSO products	<ul style="list-style-type: none"> ▪ Copywriting and editing publications and content for the sales and marketing team including not limited to <ul style="list-style-type: none"> • Concert programs • Subscriptions brochures • Print and digital advertising • Social media • Pre and post-concert communications • EDMs and Direct Mail • Website • Sales and training materials • Artist bios • Other audience communications
Increasing the MSO's audience reach and engagement	<ul style="list-style-type: none"> ▪ Extending the MSO experience and audience journey beyond live performances through innovative MSO publications and content ▪ Breaking down barriers to participation by creating opportunities for audience engagement and education

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5. KEY RESULT AREA	MAJOR ACTIVITIES
Creating publications and content to support the MSO's business objectives	<ul style="list-style-type: none"> ▪ Copywriting and editing for the Director of Marketing and Managing Director for speeches, proposals, reports, plans and other strategic documents
Working collaboratively with the Marketing and Artistic teams on publications and content creation and delivery	<ul style="list-style-type: none"> ▪ Managing workflow and editorial pipeline across multiple stakeholders with competing priorities ▪ Working closely with the Artistic Department to ensure accuracy and consistency of all musical information, terminology, titles and historical data across all MSO publications and content ▪ Liaising with the Development team (corporate partnerships and philanthropy) to deliver content that meets their requirements while remaining relevant to the MSO brand and audience
OCCUPATIONAL HEALTH AND SAFETY	<ul style="list-style-type: none"> ▪ Working with management and other team members to ensure that all occupational health and safety (OHS) risks are minimised through awareness and application of safe working practices.
OTHER	<ul style="list-style-type: none"> ▪ Carrying out any other associated duties as reasonably requested

6. DECISION MAKING AUTHORITY

The position works under the general direction of the Director of Marketing.

7. ESSENTIAL CRITERIA

- Excellent knowledge of orchestral music
- Musical training on piano or an orchestral instrument, of a least 5 years
- Ability to work strategically, while also managing operational responsibilities.
- Professional copywriter with significant experience in writing commercial copy
- Outstanding editing and proofreading skills
- Understanding of publication design and production process
- Experience working across both print and digital channels
- Excellent written and verbal communication skills
- Strong project management and organisational skills

8. DESIRABLE CRITERIA

- Relevant tertiary qualifications
- Understanding of marketing principles

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9. PERSONAL CHARACTERISTICS

- Exceptional attention to detail
- Strong capability in creating and maintaining effective stakeholder relationships
- Ability to work with autonomously and within a team as required
- Ability to manage competing priorities
- Displays a consultative approach to all dealings where required
- Has initiative and drive to self motivate

10. POSITION DESCRIPTION MAINTENANCE

Date of last review:	April 2015
Conducted By:	Alice Wilkinson – Director of Marketing
Date for next review:	January 2016