

MSO

External Relations Manager, Melbourne Symphony Orchestra

INFORMATION FOR CANDIDATES, FEBRUARY 2019



Melbourne Symphony Orchestra

About the Melbourne Symphony Orchestra

The MSO is one of Australia's leading orchestras and each year engages more than 4 million people through over 150 live performances, recordings, and TV/radio broadcasts. From its first performance in 1906 the Melbourne Symphony Orchestra has offered the very best in orchestral music and collaborates with guest artists and arts organisations from across the world.

The MSO was the first professional orchestra to represent Australia internationally in 1965. Recent and coming international engagements include Europe and the UK (2014 & 2020), China (2016 & 2018), Indonesia (2017) and USA in 2019. The MSO's Chief Conductor is Sir Andrew Davis, Associate Conductor Benjamin Northey, and Cybec Assistant Conductor Tianyi Lu.

The MSO performs a variety of concerts ranging from core classical performances at its home, Hamer Hall at Arts Centre Melbourne, to its annual free concerts at Melbourne's largest outdoor venue, the Sidney Myer Music Bowl. The MSO also delivers innovative and engaging programs to audiences of all ages through its Education and Outreach initiatives.

Sir Andrew Davis gave his inaugural concerts as the MSO's Chief Conductor in 2013, having made his debut with the Orchestra in 2009. Highlights of his tenure have included collaborations with artists such as Bryn Terfel, Emanuel Ax, Truls Mork and Renee

Fleming, and the Orchestra's European Tour in 2014 which included appearances at the Edinburgh Festival, the Amsterdam Concertgebouw, the Mecklenburg-Vorpommern Festival and Copenhagen's Tivoli Concert Hall. Further current and future highlights with Sir Andrew Davis include a complete cycle of the Mahler symphonies.

The MSO also works with Associate Conductor Benjamin Northey and the Melbourne Symphony Orchestra Chorus, as well as with such eminent recent guest conductors as Thomas Ades, John Adams, Tan Dun, Charles Dutoit, Jakub Hrůša, Mark Wigglesworth, Markus Stenz and Simone Young. It has also collaborated with non-classical musicians including Burt Bacharach, Nick Cave, Sting, Tim Minchin, Ben Folds, DJ Jeff Mills and Flight Facilities.

The MSO reaches a wider audience through regular radio broadcasts, recordings and CD releases, including a Strauss cycle on ABC Classics which includes *Four Last Songs*, *Don Juan* and *Also sprach Zarathustra*, as well as *Ein Heldenleben* and *Four Symphonic Interludes* from *Intermezzo*, both led by Sir Andrew Davis. On the Chandos label the MSO has recently released Berlioz' *Harold en Italie* with James Ehnes and music by Charles Ives which includes Symphonies Nos. 1 and 2, as well as a range of orchestral works including *Three Places in New England*, again led by Sir Andrew Davis.



Melbourne Symphony Orchestra

Position Description

Job Title	External Relations Manager
Department	Finance
Location	MSO Southbank Offices

Date	February 2019
Reports to	Senior Manager, External Relations and Strategy
Role Status	Permanent full time

1. POSITION PURPOSE

The External Relations Manager works to support two broad objectives: 1. Corporate Communications and 2. External Relations.

The MSO's External Relations Team works across the organisation to determine how MSO engages with specific stakeholder segments beyond concert performances. Working under the guidance of the Senior Manager, External Relations & Strategy, the External Relations Manager will use written and digital tools and techniques to find, listen and mobilise stakeholders.

The External Relations Manager will support the development and successful implementation of the stakeholder engagement strategy, and contribute to the development, implementation and maintenance of effective communications platforms and audience development strategies in a local, national and international context.

Key responsibilities of this role include developing corporate messaging and external communications, collecting of business intelligence, data analysis and assisting with external reporting.

2. MSO VALUES and BEHAVIOURS

Excellence	We are the best we can be, artistically and commercially.
Leadership	We lead by example as proud and passionate advocates of our art form and our people, in Australia and on the global stage.
Innovation	We are creative and seek new ways to inspire and engage our stakeholders.
Collaboration	We are one orchestra, and work cohesively with our partners and communities to achieve our goals.
Respect	We respect all those with whom we interact. We are ethical, honest, and transparent.
Accountability	We are responsible and accountable.
Diversity	We reflect the diversity of our stakeholders to remain relevant, vibrant and inclusive, and engage all aspects of the Victorian community we represent.

3. DIMENSIONS and WORKING RELATIONSHIPS

Reports to	Senior Manager, External Relations & Strategy
Direct Working Relationships	INTERNAL: All MSO Departments EXTERNAL: Organisational Partners, Government and non-Government stakeholders, arts, cultural and community sectors, external service providers, stakeholders and communities in Victoria, and representatives from relevant organisations within the Australian/International community.

Melbourne Symphony Orchestra

Position Description

4. MAJOR RESPONSIBILITY AREAS

- Corporate communications
 - Business intelligence
 - Data analysis and reporting
 - Use digital tools and techniques to find, listen and mobilise stakeholders
 - Recommend solutions aligned with the MSO stakeholder engagement strategy, its goals and objectives
 - Data manipulation and presentation for use across MSO channels
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5. KEY RESULT AREA

MAJOR ACTIVITIES

The External Relations Manager will work with the Senior Manager, External Relations & Strategy to:

Corporate Communications content

- Prepare speaking notes and speeches, and manage distribution
 - Write corporate communications content and manage distribution of press releases, newsletters, web, social media and event content
 - Coordinate the production requirements of the MSO's annual report, edit and proof read
 - Write and prepare awards submissions
 - Ensure work is delivered to deadline
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Business Intelligence

- Keep informed of key government strategic and critical policy initiatives, sector reviews and risks that are relevant to the MSO
 - Develop an understanding of the needs and value of the MSO within the context of the arts and wider community and assist in identifying opportunities to provide timely and evidence based analysis on potential advocacy projects
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Stakeholder Engagement

- Support the development and execution of a proactive engagement plan to enhance brand reputation
 - Ensure stakeholder messaging is aligned with MSO objectives and goals
 - Assist in developing responses, as required in order to positively impact brand reputation and regulatory and legislative issues facing the organisation and broader sector
 - Assist in co-ordinating engagement activities with industry, government and community groups
 - Use digital tools and techniques to find, listen and mobilise stakeholders around an issue
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Data Analysis and Reporting

- Develop and deliver a process of capturing, analysing and reporting community and stakeholder aspirations, working with External Relations Manager and the Digital Team to develop key advocacy messages using analytics
 - Work with the Data Analyst to segment audience according to key policy issues or issues facing the sector
 - Collect and analyse Data for periodic reports and funding acquittals
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Other Activities

- Identify funding opportunities that align with strategic objectives
 - Plan, coordinate and execute the activities of the team in the areas of outreach, events, issue management, influencer engagement, policy communications and thought leadership
 - Carry out any other associated duties as reasonably requested
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Occupational Health and Safety

- Comply with all MSO policy and procedures to ensure that all occupational health and safety (OHS) risks are minimised through awareness and application of safe working practices
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Melbourne Symphony Orchestra

Position Description

6. DECISION MAKING AUTHORITY

This role reports to the Senior Manager, External Relations and Strategy and is a member of the Finance team.

7. ESSENTIAL CRITERIA

Education and Qualifications

- Tertiary qualifications in communications, business/commerce or economics

Skills Required

- Working knowledge of the inter-connectedness between communications platforms and experience in using multiple channels – especially across digital and social media – using innovative approaches to engage key stakeholders
 - Outstanding written communication skills with demonstrated effectiveness in translating corporate messaging into various formats including speeches and other related external communications material
 - Passionate about digital engagement and web analytics
 - Demonstrated experience in the preparation and presentation of methodical and coherent data reporting and documentation
 - Demonstrates appreciation for the visual impact of documents and reports
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8. DESIRABLE CRITERIA

- Demonstrated success in:
 - o building advocacy around key issues
 - o Partnership/Stakeholder engagement
 - o Data analytics
 - Experience using Tessitura or comparable relational database would be advantageous.
 - Experience in ministerial or political office or government department.
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9. PERSONAL CHARACTERISTICS

- A self-starter who can proactively manage multiple projects with high levels of attention to detail
 - Excellent written and oral communications skills
 - Flexible and adaptable, with strong project management and data management skills
 - Ability to manage competing priorities and ability to meet deadlines
 - Has the ability to work both independently and as a member of a team
 - Ability to use discretion when dealing with sensitive, confidential information
 - Excellent follow-up and follow-through skills, ensuring on time and accurate completion of short- and longer-term assignments
 - Flexibility to work some evenings and weekends as needed for special events and projects
 - Excellent interpersonal and customer service skills
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10. POSITION DESCRIPTION MAINTENANCE

Date of last review:	Conducted By:	Date for next review:
February 2019	Senior Manager, Human Resources	December 2019

Melbourne Symphony Orchestra

Recruitment Process

This is an excellent time to be joining the MSO and a fantastic opportunity for a passionate and established corporate communications and external relations professional. Working closely with a small but dedicated team, this role will be well-suited to someone looking to make a positive contribution to a much-loved cultural icon of Melbourne and Australia.

Key dates

Applications close 5.00pm, Monday 18 March 2019

Preferred start date in April 2019

How to apply

To apply for this position please forward a covering letter, current resume and statement addressing the selection criteria via email to:

Guy Ross, Senior Manager Human Resources

Telephone: +61 3 8646 1130

Email: rossg@mso.com.au

Referees will be sought from candidates following the interview process.

Unsuccessful candidates will be notified via email on the completion of the recruitment process.

No agency applications will be considered at this time.

Contact

For further confidential conversation about this opportunity please contact

Suzanne Dembo, Senior Manager External Relations and Strategy

Telephone: + 61 3 8646 1125

Email: dembos@mso.com.au
