

# MSO

## External Relations Manager

INFORMATION FOR CANDIDATES, FEBRUARY 2020



# Melbourne Symphony Orchestra

## About the Melbourne Symphony Orchestra

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The MSO is one of Australia's leading orchestras and each year engages more than 5 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.



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## Position Description

<b>Job Title</b>	External Relations Manager	<b>Date</b>	February 2020
<b>Department</b>	Philanthropy & External Relations	<b>Reports to</b>	Senior Manager, External Relations & Strategy
<b>Location</b>	MSO Southbank Offices	<b>Role Status</b>	Full time, maximum term contract to the end of June 2020

### 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.

### 2. MSO VALUES and BEHAVIOURS

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

<b>Reports to</b>	Senior Manager, External Relations & Strategy
<b>Direct working relationships</b>	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.

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### 4. MAJOR RESPONSIBILITY AREAS

- Corporate Communications
  - Data analysis and reporting
  - Use digital tools and techniques to create and distribute messages
  - Deliver outcomes aligned with the MSO stakeholder engagement strategy, its goals and objectives
  - Data collection, manipulation and presentation for use across MSO channels
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### 5. KEY RESULT AREA MAJOR ACTIVITIES

#### 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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#### Funding Applications and Stakeholder Engagement

- Support the development and execution of Government grant applications, deliverables and acquittals;
  - Ensure MSO messaging is aligned with stakeholder objectives and goals;
  - Assist in co-ordinating engagement activities with industry, government and community groups.
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#### Data Analysis and Reporting

- Work with various MSO departments to gather, analyse and communicate key advocacy messages for the MSO and the sector;
  - Collect, analyse and interpret data for periodic reports and funding acquittals.
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#### Other Activities

- Coordinate the recording of government funding opportunities and research new funding opportunities;
  - Coordinate and execute the activities of the team in the areas of outreach, events and influencer engagement;
  - 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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### 6. DECISION MAKING AUTHORITY

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

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### 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:
    - building advocacy around key issues
    - Corporate Communications
    - 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

<b>Date of last review</b>	February 2020
<b>Conducted By:</b>	Senior Manager, External Relations & Strategy
<b>Date for next review:</b>	TBC

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## Recruitment Process

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This is an excellent time to be joining the MSO and a fantastic opportunity for a passionate arts 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 5pm Friday 6 March

Preferred start date as soon as possible

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### How to apply

To apply for this position please forward a covering letter, current resume and short statement addressing each of the essential criteria via email, with the subject line EXTERNAL RELATIONS MANAGER APPLICATION – YOUR NAME, to:

**Michael Stevens, Human Resources Coordinator**

Email: [jointheteam@mso.com.au](mailto:jointheteam@mso.com.au)

Referees will be sought from candidates following the interview process.

Only shortlisted candidates will be contacted.

No agency applications will be considered at this time.

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### Contact

For further confidential conversation about this opportunity please contact

**Caroline Buckley, Acting Senior Manager, External Relations & Strategy**

Telephone: +61 8646 1129

Email: [buckleyc@mso.com.au](mailto:buckleyc@mso.com.au)

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