



MARKETING AND DEVELOPMENT COORDINATOR

- Vibrant not-for-profit youth music organisation
- Access to professional development, professional mentoring and industry association memberships
- Brand new office, Southbank arts precinct
- Attractive salary plus superannuation

About the role

At MYO, our purpose is enriching young lives through the power of music.

We believe that

- Music inspires young people to reach their potential
- A commitment to excellence is the foundation for success
- Creativity is unleashed through inspiration and exploration
- A love of music motivates life-long learning and participation
- Effective teaching is centred on learners' needs
- Great partnerships amplify our impact
- Our heritage and alumni are integral to our future achievements
- No young learner should be excluded based on disadvantage

We offer an inclusive and stimulating range of musical activities to bring young people together for the joy of music. Young Victorians from 8 years of age to tertiary level come together to rehearse and perform in music ensembles including symphony orchestras, string orchestras, and symphonic bands.

Our programs increase youth involvement in music, build strong communities and bring together talented young musicians from diverse backgrounds, united by a love of music and a commitment to excellence.

MYO is recognised as one of Australia's leading centres for ensemble music making and training, delivering music education programs in partnership with the Victorian Department of Education and Training and a diverse mix of philanthropic, government and private supporters.

The Marketing and Development Coordinator is responsible for implementing agreed marketing and communication activities that raise MYO's profile amongst both prospective students and the public.

This primarily involves coordinating the content, design, publication and distribution of promotional material, publicity and communications relating to MYO, its programs and events. This includes printed material, email bulletins, the website, social media, paid advertising and publicity.

The Marketing and Development Coordinator assists with fundraising and development activities as required.

SPECIFIC ROLES AND RESPONSIBILITIES

Publicity and Promotions

- Coordinate the production, communication and dissemination of brochures, marketing collateral, concert programs, and advertising material for Summer School, Ensemble Programs and other MYO projects and events
- Develop and deliver promotional campaigns to build awareness and attract prospective students



- As required, assist with generation of publicity, including writing and distributing media releases, setting up interviews and liaising with media and artists
- Produce content for marketing collateral, concert programs and website - writing copy and proof-reading all collateral
- Place print and online advertising in media in line with approved budget and marketing strategies, and prepare marketing and communications budgets for approval
- When required, work with external publicists to drive local and national publicity
- Formulate marketing, communications and advertising plans and budgets that enhance the value of MYO to young people and their families and attracts prospective students
- Coordinate photo shoots for MYO marketing materials, branding, website, and archives as directed

Digital Communications

- Oversee maintenance and upkeep of MYO website, ensuring all website content and online communications are timely, regularly updated and correct
- Coordinate MYO's social media channels and participation in external social media
- Source and produce editorial content quickly and accurately, that will engage readers and drive increased interaction on our social media
- Maintain, compile and publish content for social media platforms, and mediate platforms to ensure communications are appropriate for MYO stakeholders
- Compile, produce and distribute a monthly e-newsletter
- Develop and implement MYO's social media strategy
- Any other reasonable duties and responsibilities as directed

Evaluation and Reporting

- Monitor social media and website traffic
- Complete post-concert audience evaluations and attendance statistics
- Compile reports on attendance, social media engagement, web analytics and customer/audience satisfaction for management.

Administration

- Maintain accurate database records
- Complete various administrative duties - answering phone, email and written correspondence as required
- Other duties as directed

CHILD PROTECTION POLICY

MYO is committed to promoting and protecting the safety and wellbeing of all children. We have zero tolerance for child abuse. Everyone working at MYO is responsible for the care and protection of children and reporting information about child abuse. The incumbent is required to take an active role in understanding, contributing to and complying with MYO's Child Protection Policy, Child Safety Code of Conduct and Child Safety Procedures.

All MYO employees, contractors and volunteers are required to undergo and maintain current Victorian Working with Children checks.

KEY SELECTION CRITERIA



1. Previous experience in marketing and communications in a similar role
2. Outstanding written and verbal communication skills including the ability to write persuasively for a variety of audiences including youth, families and other stakeholders
3. Ability to coordinate a range of suppliers including designers, photographers and printers towards a publication deadline
4. Experience in web content management systems such as WordPress
5. Experience in social media marketing across platforms including Facebook, Twitter and Instagram
6. Interest in music and the arts (desirable)

APPLICATIONS

Applications should include resume, cover letter and a direct response to each of the Selection Criteria. Applications must be submitted to myo@myo.org.au by 5:00pm Monday 22 January 2018. Late applications will not be considered.

Enquiries can be made to Alice Currie, Marketing and Development Manager on 9376 8988 or email alicec@myo.org.au