



POSITION DESCRIPTION

Position:	Social Media and Digital Coordinator
Reports To:	Marketing and Communications Manager
Location:	Brisbane Powerhouse, Yagara Country, New Farm Q 4005

We acknowledge the Jagera/Turrbal peoples, the First Nation Traditional Owners of the land on which we gather. We pay respects to all Elders, past and present and acknowledge the young leaders who are working beside our Elders in our cultural industries.

BRISBANE POWERHOUSE

About Us

A magnificent power station of the 1920s reborn as an arts centre on the Brisbane River (Maiwar), Brisbane Powerhouse is a destination for contemporary culture and art.

With over 1,750 performances and events each year, we offer a program of music, theatre, comedy, dance, film, visual arts, in-conversation, and the digital arts.

Brisbane Powerhouse features two main stage theatres, three smaller performance venues, gallery spaces, two restaurants and bars (Bar Alto and Mary Mae's Bar + Kitchen), Powerhouse Store, corporate facilities and one of the best river views in Brisbane. Brisbane Powerhouse produces significant festivals and events, including Brisbane Comedy Festival, OHM Festival of Other Music, Night Feast and the newly announced Melt Open.

Brisbane Powerhouse is a Brisbane City Council-owned venue.

POSITION SUMMARY

The Social Media and Digital Content Coordinator at Brisbane Powerhouse creates, curates, and manages high-quality content across various social media platforms, ensuring brand consistency and audience growth.

KEY ACCOUNTABILITIES

- Implement agreed social media strategies to enhance Brisbane Powerhouse's online presence and audience engagement based on data-driven insights.
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- Coordinate high-quality content, across Brisbane Powerhouse social media channels.
- Ensure brand consistency in all digital content and communications.
- Collaborate with other Marketing and Brand team members to craft compelling stories that promote events, programs, and initiatives.
- Utilize analytics tools to measure and report on the effectiveness of social media campaigns, providing insights for optimisation.
- Monitor social media trends, tools, and applications to ensure Brisbane Powerhouse remains current and innovative.
- Coordinate multiple social media schedules and maintain accounts, including responding to comments and direct messages
- Coordinate social media advertising campaigns, including budget allocation, targeting, and performance analysis.
- Support the planning and execution of live-streamed events and digital marketing initiatives.
- Stay informed about best practices and emerging trends in social media and content marketing to contribute to the continuous improvement of digital marketing efforts.
- Support the development of digital design initiatives and tasks in collaboration with the Design Lead.

KEY CAPABILITIES

Knowledge, Experience and Skills

- Demonstrated knowledge of scheduling and delivering engaging content for Facebook, Instagram and TikTok
- Ability to maintain and enhance brand voice and visual identity across all digital content.
- Strong capability to analyse social media data, interpret trends, and make data-driven decisions to optimise campaigns.
- Superior written and verbal communication skills to effectively convey messages and engage with the online community.
- Experience using Canva to create static, video and animated content, and social media management tools to coordinate content schedules
- Experience building and optimising META ads to maximise reach and engagement
- Ability to work collaboratively with internal teams and external partners to achieve digital marketing goals.
- Strong organisational and project management skills to efficiently handle multiple tasks and deadlines.

POLICIES AND WORKPLACE PRACTICES

Brisbane Powerhouse employees must abide by the organisation's policies and procedures. It is expected that employees will:

- Uphold Brisbane Powerhouse's Values



- Be respectful towards the organisation, colleagues, clients and general public
- Act collaboratively with all colleagues
- Act safely and responsibly at all times