

Job Description: Digital Content & Marketing Coordinator

Overview

EMC is rooted in electronic music community and culture. Local and global electronic music communities steer the cultural narrative, and the preservation of these communities is central to EMC.

EMC offers community and connection through programs, events, initiatives, storytelling, supportive day-to-day actions and advocacy. We have a steadfast commitment to inclusivity and integrity, while staying true to the fun and spirit of electronic music.

Since 2012 EMC has programmed and produced 12 conferences and 80+ music and cultural events, working in collaboration with private and public sector partners, including community groups and collectives, brands, industry associations, federal, state and local government.

Role:	Digital Content and Marketing Coordinator
Hours:	3 days per week (22.5 hrs)
Contract:	12-month fixed term contract
Location:	Sydney, 119 Bathurst Street
Start Date:	Tuesday 30 July, 2024
Remuneration:	\$70,000 (pro rata), plus superannuation
Application deadline:	Monday 22 July, 5pm (AEST)

Note: Occasional travel may be required as a part of this role. Travel expenses will be covered by EMC, including per diems.

The Role

The Digital Content and Marketing Coordinator will be responsible for driving and managing a consistent drumbeat of storytelling through the creation of content for social, email, website and online activity. The Digital Content and Marketing Coordinator will support EMC's Marketing and Communications Manager to deliver EMC's communications, community and digital strategies for all of EMC's events, initiatives and ongoing content projects. The role involves ideation, curation, creation and production of written and visual content including video, photographic, design and audio content.

The selected candidate will join a small core team to tell the stories of EMC and the many incredible people and communities EMC connects with through groundbreaking and audience-centric content.



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Sydney, NSW 2000



emcaustralia.org
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Key responsibilities include:

- Support the growth of EMC and its audiences and community partners in Australia and internationally, inline with targets and KPIs
- Creating and publishing content for EMC's communication channels including website, eDMs, social media and with partners to promote EMC's events and initiatives
- Working in alignment with EMC's brand identity in all communications across all platforms
- Delivering communications strategies to grow EMC's audiences and engagement with key stakeholders including creators, communities, industry and government
- Collating analytics and insights and supporting analysis of EMC's activities, communications and marketing campaigns for reporting and to inform continual improvement and growth

Skills & Experience

Essential

- Proven knowledge of electronic and dance music, locally and globally
- Experience in creating and publishing content and plans for content across multiple social media platforms
- Experience in creating, writing and publishing digital content including eDM and websites, social media and other external communications
- Experience in writing briefs and managing suppliers for content creation
- Excellent written and verbal communication skills, and attention to detail
- Excellent time management skill and the ability to work independently
- Proficient in software such as Google Suite/Drive, Wordpress, ticketing platforms
- Proficient in managing digital advertising (social media ads, display ads, SEM)
- Experience in tracking and analysing data and analytics relevant to marketing and communications including Google Analytics and Meta reporting

Desired

- Experience in community management
- Experience using Adobe Suite (Photoshop, Illustrator, After Effects, Premier Pro) or other design platforms for artwork creation and video editing
- Experience with Airtable

For any questions, please email hello@emcaustralia.org

To apply, please complete the application form [here](#).



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