

Position Title:	Digital Producer
Department:	Engagement
Reports To:	Marketing Manager
Direct Reports:	n/a
Salary Range:	\$70,000.00 plus super (full-time)

About Museum of Brisbane

The Museum of Brisbane (MoB) is dedicated to celebrating the stories, places, and people of Brisbane. As the City's leading social history and art museum, MoB offers a vibrant, inclusive and dynamic program of exhibitions and programs year-round for locals and visitors to the City.

Purpose of Position

The Digital Producer is responsible for delivering high-quality digital content across all MoB's digital communication platforms, with the objective to grow the online audience and profile. This role will work alongside all areas of the organisation to develop mixed-media content to grow website visitation, social media reach and engagement to promote the Museum and all its activities. The ideal candidate has a strong understanding of website management systems, copywriting and digital video production.

Key Responsibilities

- Create digital content aligned to MoB exhibitions, activations and campaigns to support strategic objectives, including the filming, editing and delivery.
- Lead the organic social media campaigns for MoB social media channels, including MoB and MoB Shop
- Lead and facilitate documentation opportunities
- Lead out the build, update and delivery of website updates and developments including the implementation of third-party microsites, apps and supporting digital channels with the support of our external web developer
- Maintain and monitor digital marketing channels, e-newsletters, website and social media accounts
- Take all safety measures when performing duties to ensure the safety of yourself and others, and comply with Museum of Brisbane's Workplace Health and Safety (WHS) policies, procedures, and Government legislation.
- Other duties from time to time as required.

Selection Criteria

The successful applicant will demonstrate all or most of the following:

- Superior storytelling and copywriting skills, experience in producing engaging content for social media, websites, blogs and online advertising campaigns
- Excellent attention to detail and experience in editing content
- Confident across social media platforms including Facebook, Instagram and LinkedIn, with experience in creating and executing engaging content
- Excellent verbal and written communication skills, with well-developed interpersonal skills
- Intermediate skill level in graphic design with experience using Creative Cloud software including Indesign, Illustrator, Photoshop and Premiere Pro
- Demonstrated ability to work in a high energy team environment, while always remaining committed to achieving high quality, innovative results