

# NIDA

## National Institute of Dramatic Art

### POSITION DESCRIPTION

<b>Position Title:</b>	Digital Content Coordinator
<b>Remuneration:</b>	\$87,737 gross per annum (based on a 5-day working week) + 12% Superannuation
<b>Award Level:</b>	ESA General Staff Level 7.1
<b>Employment Type:</b>	Full-Time
<b>Term of contract:</b>	2-year Fixed Term contract
<b>Award:</b>	Educational Services (Post-Secondary Education) Award 2020
<b>Business Unit:</b>	Marketing and Communication

### OBJECTIVE

The Digital Content Coordinator is responsible for the planning, scheduling, creating, editing, and managing video and still image content across NIDA's websites, social media, email marketing campaigns, and more.

This role will work closely with the Comms and Social Media officer to implement NIDA's Video First content strategy, creating and managing the annual content calendar and ensuring the frequency and consistency of content.

### KEY ACCOUNTABILITIES

- This role is responsible for ensuring NIDA captures high quality and engaging video and photographic content for various platforms including website, social channels, campaigns, direct marketing, and content partnerships.
- This role will oversee content to be generated across all NIDA's channels including Higher Ed, Open, Corporate, NIDA Productions and student work, Development and NIDA Green.
- In collaboration with the Communications and Social Media Officer and Head of Marketing and Communication, develop and execute a comprehensive content strategy that aligns with NIDA goals to promote and celebrate makers courses, diversity, student and alumni success and highlights NIDA as a key contributor to the creative industries in Australia.
- Create and manage multimedia content including photography, video, podcasts and infographics. This includes working with freelancers to ensure scripting, shooting, editing and post-producing content specifically for social media platforms including engaging stories, reels and images are at a world-class standard and to keep the community connected and engaged with our platforms.
- Liase with the team to monitor and analyse content performance using analytics tools. Generate reports to assess the effectiveness of content strategies and make data-driven recommendations for improvements
- Adhere to all WHS requirements of the organisation and relevant associated legislation.

### KEY PROFESSIONAL RELATIONSHIPS

This role will work closely with the Head of Marketing and Communication, Comms and Social Media Officer, Marketing Managers, Student Recruitment Manager, NIDA Staff and Students and external publicity and PR consultants and agencies.

## SELECTION CRITERIA

### Essential:

- Developed skills and experience in shooting and editing professional level video content for Social Media,
- Demonstrated skill and experience in coordinating shoots, content capture and managing various stakeholders
- Producing high quality digital still images.
- Ability to create content quickly, with short turnaround times, to brief.
- Demonstrated experience in planning and conducting video interview content
- Demonstrated experience managing talent and other stakeholders in the production of video content.
- Experience with and/or willingness to engage with practices that support an inclusive environment for marginalised people.

### Desirable:

- Experience in the Arts and or Media industry

## CONTINUOUS REVIEW

This Position Description may be reviewed and updated on a regular basis to reflect changes in the requirements of the position.

We are committed to creating an inclusive and supportive environment. If you require any reasonable adjustments during the application or interview process, please don't hesitate to email us at:

[peopleandculture@nida.edu.au](mailto:peopleandculture@nida.edu.au)