

RISING :

SOCIAL SPECIALIST
POSITION DESCRIPTION, NOVEMBER 2024

ROLE :	SOCIAL SPECIALIST
TEAM :	BRAND AND COMMERCIAL
TERM :	20 JANUARY–31 AUGUST; PART-TIME, FULL-TIME FIXED TERM
REPORTING TO :	HEAD OF BRAND AND CONTENT

RISING

RISING a festival new art, music and performance in the heart of Naarm (Melbourne, Australia). a major cultural event for the Asia Pacific Region, the festival is created by a diverse team of local, national and international artists and curators. RISING's purpose is to reflect Melbourne's identity and amplify its art and artists. This role will also work on other projects undertaken by the Brand and Commercial team.

RISING returns June 2025. [View the 2024 RISING program.](#)

THE ROLE

We're looking for an arts-loving, ambitious and savvy social content creator, with an eye for detail, to lead the RISING social channels and festival content capture.

When it comes to content marketing, you have lots of ideas. You create content that speaks to audiences and considers brand, message, medium and moment. You understand the marketing mix and how they work together to deliver impact and reach.

You understand what works content-wise in the ever-changing social media landscape. You love being out and about, capturing content and collaborating with artists and your team. You don't mind getting in front of the camera, or convincing others to do so. You're fluent in social media platforms and project management tools, always teaching yourself new tricks to get the most out of them. You're experienced in writing clear, considered creative briefs and know how to manage expectations on delivery and workflow.

You're collaborative and a good communicator, who follows up loose ends and asks clarifying questions. You're a stickler for accuracy with high standards and sound judgement, but you also recognise you work with human beings, so you're flexible, open and upfront—particularly when it comes to competing priorities and tricky conversations. You feel confident proactively providing your insight and advice to your managers to help them make decisions.

DAY-TO-DAY, YOU WILL :

CONTENT CREATION AND PLANNING

- Develop 2025 social content plan that aids program exploration, festival planning, and engages and updates audiences
- Execute tactical social content that aligns with brand strategy and marketing funnel objectives
- Concept creative ideas for social media channels
- Collaborate with Marketing Campaign Coordinator on channel planning, to ensure owned, paid and earned activity is efficient and complementary
- Produce photography and film shoots for social media
- Ensure all content is accessible for people with disabilities
- Develop and maintain social media guidelines
- Coordinate image, video and music licensing, as required
- Assist with CMS content entry on festival website during peak periods

CONTENT CAPTURE AND ARCHIVING

- Assist with festival documentation schedule
- Assist with coordinating, briefing and escorting freelance photographers and videographers
- Liaise with producers, project teams and operational teams on content capture schedules
- Working with the Brand Design Lead, maintain digital archive of photography and video assets and archive processes
- Assist publicists with imagery and video materials for PR

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PARTNERSHIPS AND STAKEHOLDERS

- Advise and support artists, producers and program partners on social content and outreach activity
- Collaborate with brands and partners to execute content for RISING and partner channels
- Ensure partners are correctly attributed on social channels
- Assist with content collection and distribution to artists, venues and other partners
- Assist with influencer outreach and collaborations

CHANNEL ADMINISTRATION AND REPORTING

- Report on KPIs such as channel growth and content performance, providing content analysis, insights and recommendations, working with Marketing Campaign Coordinator
- Scheduling content and monitoring social listening in Falcon and Meta
- Community manage online channels alongside the Customer Service team
- Assign tasks to interns

SKILLS YOU'LL NEED:

PROJECT MANAGEMENT

- Strong scheduling and timeline management skills
- Strong production and resources coordination skills
- Solid experience writing creative briefs for designers, content creators and photographers
- Experience creating and implementing content processes

TECHNICAL

- Advanced social media content creation experience (TikTok, Instagram, etc)
- Strong video and photo editing skills
- Strong experience in social scheduling and listening tools (Eg. Falcon or similar)
- Solid copywriting skills
- Solid Adobe Creative Cloud experience (Photoshop, Illustrator, Premiere)
- Experience using project management tools such as Airtable and Monday.com

PERSONAL ATTRIBUTES

- Adaptable and flexible to demanding and dynamic workload
- Creative thinking and problem solving
- Proactive, self-directed, and can-do attitude
- Clear, friendly, and honest communication
- Ability to prioritise, delegate and advise up-the-chain
- Collaborative work style
- Meticulous attention to detail
- Analytical and insightful
- Previous work experience within a festival, marketing, content or creative environment
- Strong stakeholder management skills
- Committed to access and inclusion

WORK SCHEDULE & FLEXIBLE WORK ARRANGEMENTS

RISING supports flexible working arrangements for staff and a hybrid office/WFH model is currently in place.

The RISING office is situated at Level 2, 377 Lonsdale Street, Melbourne 3000. As part of our flexible working arrangements, there is an expectation that staff will be available for office-based and on-site work as required by their role.

RISING's usual business hours are between 9am and 5pm from Monday to Friday. However, you may be required to work outside these hours in order to meet the demands of the annual festival operational cycle and the responsibilities of your position

ACCESS

RISING is a festival aspiring to be a cultural leader in inclusion and accessibility. We want our organisation and program to

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be a true reflection of our city representing people with a variety of skillsets and life experiences, cultures and backgrounds. We encourage applications from First Nations people, those who are from culturally and linguistically diverse backgrounds, people who are LGBTQIA+, people who have a disability and/or who are d/Deaf.

If you have access requirements that will cause difficulty applying online and you need assistance, please call 03 9662 4242, Monday to Friday, between 9AM-5PM. We are only able to respond to accessibility enquiries at this number, for all other queries please email jobs@rising.melbourne.