

COMMUNICATIONS LEAD AND WEBMASTER

Position Description

About MESS

MESS is a globally unique, not-for-profit organisation which aims to be the centre of excellence for electronic sound culture. MESS oversees and provides public access to a collection of hundreds of electronic instruments which span the history of electronic sound, enabling all individuals to understand, explore, and create electronic sound and music. Our purpose is to support and foster creativity through electronic sound, so that everyone has access to the joys of a creative life.

PURPOSE OF THE POSITION

The role is responsible for developing and executing strategic communications campaigns and social media management to enhance MESS's brand visibility, audience engagement, and operational effectiveness. This includes maintaining digital platforms, producing high-quality content, overseeing website functionality, and ensuring consistency across all communications and promotional materials.

Working within a small but dedicated team of artists and industry leaders, the role provides plenty of opportunity to develop your strategic and creative skills while seeing first hand the impact of the work you do. We are looking for someone who is an excellent communications strategist and WordPress whizz with a flair for creative content development, who thrives in a creative, purpose driven environment.

KEY RESPONSIBILITIES

Communications

- Develop and implement an annual communications plan to promote MESS's key activities and messaging while enhancing brand consistency across digital platforms.
- Collaborate with key stakeholders, including staff, partners, and board members, to ensure alignment in messaging and strategic communications goals.
- Develop strategies to enhance MESS's visibility and impact, focusing on audience engagement and outreach.
- Coordinate a monthly MESS e-newsletter and other one-off email campaigns as needed, using MailChimp.
- Provide strategic oversight for major communications campaigns, including fundraising, events, and program launches.

- Develop a comprehensive content calendar to ensure timely and consistent communication across all platforms.

Content Development

- Establish and maintain content development guidelines to ensure consistency and alignment with MESS's brand identity.
- Create compelling, high-quality content that showcases MESS's activities, programs, and impact.
- Collaborate with internal and external stakeholders to source, refine, and produce engaging content.
- Conduct regular audits of existing content to ensure it aligns with current organisational objectives and brand standards.

Graphic Design

- Design MESS materials in line with brand guidelines to ensure cohesive visual identity.
- Collaborate with stakeholders to develop design assets for key projects, including promotional materials, event collateral, and digital campaigns.
- Provide strategic insights to support fundraising activities, including the annual donation drive.
- Work closely with team members to ensure visual assets meet both functional and aesthetic goals.

Social Media Management

- Oversee and maintain MESS's social media channels, including Instagram, Facebook, and YouTube.
- Develop a content strategy aligned with organisational and program objectives.
- Create, schedule, and post engaging photo, video, and design content.
- Implement systems for Studio staff to contribute to content creation.
- Monitor and refine the tone of social media and promotional materials to align with MESS's brand identity.
- Expand MESS's social media presence and audience engagement.

Reporting

- Identify and act on opportunities to document MESS activities.
- Monitor and manage photography and videography for events, ensuring content is suitable for the website and archive.

Website Management

- Maintain the website to support MESS operations with a focus on providing a high-quality user experience.
- Scope, brief, and oversee any necessary website development.
- Ensure the website is functional, secure, and easy to use, including:
 - Optimising functionality and loading speeds.
 - Ensuring robust site security.
 - Monitoring and improving SEO.
 - Troubleshooting issues as they arise.
- Develop content and visuals in line with MESS's style guidelines to keep the site current and engaging.
- Create training resources and train team members on website functionality and content management.
- Develop automated communications to support online purchases, memberships, bookings, and other website functions.
- Monitor website traffic and analyse user behaviour to identify areas for improvement.
- Oversee eCommerce functionality, including payments, donations, refunds and reports.

SELECTION CRITERIA

Essential:

- Professional Experience:
 - Minimum of 3 years of professional experience in a strategic communications role
AND
 - Minimum of 3 years working as an in-house Web Master
- WordPress Expertise:
 - At least 5 years of experience with WordPress, including in-depth familiarity with the WordPress ecosystem such as page builders, plugin management, user management, cross-browser compatibility, and troubleshooting.
 - At least 3 years experience with WooCommerce.
- Content Development:
 - Design sensitivity and adaptability.
 - Demonstrable experience developing content for web and print.
- Stakeholder Management:
 - Proven track record of successfully briefing and coordinating with third-party suppliers, including developers, designers, and videographers, to deliver high-quality outcomes.
- Team Collaboration:
 - Demonstrated ability to work effectively within a small, collaborative team environment, contributing to shared goals while managing individual responsibilities.

- Leadership and Management:
 - Experience managing and mentoring team members or contractors, fostering a positive and productive work environment.
 - Demonstrated ability to delegate tasks effectively and provide clear guidance to ensure team objectives are met.

Desirable:

- Tertiary qualification in a relevant discipline, such as business, education or arts administration and/or relevant work experience.
- Technical experience across the Google Suite, Microsoft Office, and CRM systems.
- Interest in and awareness of the cultural landscape of Melbourne, particularly electronic music.

REPORTING

The Communications Lead and Webmaster reports directly to the CEO.

SUBMISSION PROCESS

Please email the following to admin@mess.foundation by **Monday 17 February 2025**.

- Current CV
- Cover letter addressing the selection criteria
- Examples of graphic and video works

Please include '*Communications Lead and Webmaster Position*' in the subject line of your email. If you have any questions please do not hesitate to contact us at admin@mess.foundation.

TERMS OF EMPLOYMENT

- Part-time employment - 3 days per week, FTE 0.6
- Salary \$65,000 - \$70,000 per annum pro rata dependent on experience plus 11.5% superannuation
- Annual Leave: 20 days per annum pro rata (accrued)
- Personal Leave: 10 days per annum pro rata
- MESS operates a time-in-lieu system
- Reports to CEO