



## INFORMATION PACKAGE

### Communications Manager

**Our organisation** | The Tasmanian Symphony Orchestra (TSO) is one of Australia's leading performing arts companies and part of the DNA of Tasmanian cultural life – we have been inspiring, invigorating, and entertaining audiences through music for over 75 years. We are recognised across the island and throughout the world for our distinctive artistic identity that is forged from our people and our place. Our 47-piece orchestra performs an extensive and varied concert season in Hobart, a smaller season in Launceston, and concerts across regional Tasmania; as well as undertaking a significant recording schedule; undertaking meaningful community engagement projects; and delivering intensive training programs for players, composers, and conductors.

**Our values** | In 2021, the TSO embarked on a bold employee-led project to identify and finalise the new organisational values that will guide our strategy, decisions, and behaviour over the next ten years. From consultation with nearly 100 members of the TSO cohort, three clear and agreed values emerged: **connection**, **artistry**, and **integrity**. We commit to uphold these values in everything we do.

**Our home** | The TSO is inherently influenced and inspired by its home in lutruwita/Tasmania. The untouched wilderness and thriving cultural life of our state make it an inspiring and internationally sought-after location to live and work. Our main performance venue, rehearsal studio, and office are co-located on the Hobart waterfront, and musicians and staff alike value the community spirit and work-life integration that a small but vibrant capital city like Hobart provides.

**Our people** | The TSO community (musicians, staff, board, chorus, and supporters alike) are enterprising, curious, collaborative, and committed. United by a love of music and with a strong *esprit de corps*, employees are empowered to bring new and bold ideas to the table. We actively strive to maintain a workplace that is welcoming, inclusive, and safe for all.

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**About the opportunity** | The Communications Manager position is TSO's in-house wordsmith and communications guru – if you are someone who intuitively knows what the right message is, for the right audience, at the right time, we want to hear from you. Operating in a department of subject matter experts across brand, digital, content, and customer experience, this role conceives and deploys communications strategy, campaigns, and creative ideas to communicate TSO's activity and impact in a compelling, brand- and values-driven way. Qualifications in communications, public relations, journalism, or marketing would be beneficial but are not required; and whilst the ability to deeply connect with (and accurately convey) artistic information provided by TSO's artistic leadership is a must, success in the role isn't necessarily dependant on having extensive prior classical music knowledge or experience. We anticipate the role being full-time and based in nipaluna / Hobart, but candidates are welcome to propose a different arrangement – pitch us something! An interstate relocation contribution is available. A full position description, selection criteria, and information on how to apply can be found on the following pages of this Information Package.

## POSITION DESCRIPTION

<b>Position:</b>	Communications Manager
<b>Department:</b>	Audience and Experience
<b>Manager:</b>	Director, Audience and Experience
<b>Supervises:</b>	Nil – note that role does act as TSO’s primary liaison with external PR agency
<b>Classification:</b>	Level 5, \$78,799 - \$84,714 per annum + superannuation This is a non-rostered role.
<b>Working Conditions:</b>	Tasmanian Symphony Orchestra Staff Agreement 2015
<b>Position Description Prepared:</b>	May 2024

### Key Function

A core role within the TSO’s Audience and Experience team, the Communications Manager works closely with the Brand, Customer and Digital Managers and plays a pivotal role in crafting and executing the organization's communication strategies across diverse platforms and audiences. This position requires a skilled communicator capable of adapting content to various styles and platforms to effectively engage with different target audiences. TSO seeks someone who intuitively knows what the right message is, for the right audience, at the right time – and has the strategic, technical, and collaborative skills to deploy this messaging for maximum impact and engagement.

### Duties and Responsibilities

<b>Content Creation</b>	<ul style="list-style-type: none"> <li>• Develop and / or collaborate on compelling written content for a variety of platforms including website, social media, eDMs and newsletters, press releases, digital content, corporate and brand publications, internal communications, and concert program materials</li> <li>• Skilfully and efficiently tailor written content to different audiences, including current and potential customers, donors and partners, media outlets, musicians and staff, and community partners</li> <li>• Develop and / or collaborate on compelling written content for the Board, CEO, and / or Executive Team as required for governance, corporate reporting, government advocacy, and brand profiling activities</li> <li>• Assume editorial and project management responsibility for key corporate publications (particularly the Annual Report and Strategic Plan), combining written, visual, numerical and infographic material into coherent and striking publications that showcase and amplify TSO’s achievements and impact</li> <li>• Collaborate with TSO’s artistic and administrative teams artistic to ensure accurate representation of the orchestra's artistic activities, strategic initiatives, and events</li> </ul>
<b>Strategy Development</b>	<ul style="list-style-type: none"> <li>• Develop and execute integrated communication strategies and plans that incorporate TSOs vision, strategy, target audiences, key messages, and sales and / or engagement targets</li> </ul>

<b>Digital Marketing &amp; Engagement Communication</b>	<ul style="list-style-type: none"> <li>• Create and / or collaborate on the written messaging for the orchestra's digital presence across various platforms, including website, social media channels, and email marketing campaigns</li> <li>• Monitor and analyse metrics to measure the effectiveness of communication efforts and make data-driven decisions for optimization</li> <li>• Collaborate on social media campaigns and execution including, as required and depending on experience, being willing to monitor / post to social media platforms and engage with users at specified times, as part of an overall social media management plan</li> </ul>
<b>Media Relations</b>	<ul style="list-style-type: none"> <li>• During periods where TSO has engaged an external public relations agency, manage the relationship with this agency regarding the ideation, pitching, and placement of compelling stories regarding TSO's activity and impact across the media landscape</li> <li>• As required, assist TSO's external public relations agency with briefing and supporting conductors, soloists, musicians, and staff who are undertaking media interviews or activity on behalf of TSO, including accompanying them to interviews as required</li> </ul>
<b>Issues Management &amp; Crisis Communication</b>	<ul style="list-style-type: none"> <li>• Develop and / or advise on proactive strategies and protocols for managing potential crises or negative publicity</li> <li>• Skilfully manage and / or collaborate with Executive Team members to coordinate messaging to internal and external stakeholders, to ensure relevant members of the TSO community remain informed with the right information at the right time</li> </ul>
<b>Internal Communications</b>	<ul style="list-style-type: none"> <li>• Provide specialist expertise to, and collaborate with, the CEO and Director People &amp; Culture regarding internal communications including but not limited to key company announcements, the regular employee newsletter, presentations at whole-of-company meetings, and TSO's future intranet (currently planned for 2025)</li> <li>• Understand the symbiotic relationship between TSO's values (connection, artistry, integrity) and internal communications, and embed these values in communications to further enhance workplace culture</li> </ul>
<b>Brand Management</b>	<ul style="list-style-type: none"> <li>• Uphold and strengthen the orchestra's brand identity through consistent messaging and tone of voice</li> <li>• Ensure all communications align with brand guidelines and reflect the organization's values and artistic vision</li> </ul>
<b>General</b>	<ul style="list-style-type: none"> <li>• Maintain productive and respectful relationships at all times</li> <li>• Role model and operate within the agreed TSO values (Connection, Artistry, Integrity) and associated agreed shared behaviours at all times</li> <li>• Read, understand, and comply with all TSO policies, procedures, and reasonable directions</li> <li>• Contribute effectively towards the TSO's mission and strategy</li> </ul>

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|  | <ul style="list-style-type: none"><li>• Willingly participate in the TSO's Performance Feedback process and TSO's training and development programs as required</li><li>• Acknowledge that this position description describes the broad scope of the role and is not an exhaustive list. It may also change from time to time with due consultation to meet the changing needs of the business</li></ul> |
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This is a non-rostered role, with hours anticipated to primarily be worked within standard business hours. TSO is extremely open, however, to applicant proposals for a reduced or flexible working week arrangement for the right candidate. On occasion, there may be evening or weekend work required to adequately manage a communications matter or opportunity.

### **Work Health and Safety**

Under WHS legislation, you are required to comply with all WHS policies and procedures in the workplace and follow reasonable WHS directions.

While at work, workers must:

- take reasonable care for their own health and safety and that of others who may be affected by their actions or omissions
- comply, so far as you are reasonably able, with any reasonable instruction given by the TSO to allow TSO to comply with WHS laws
- maintain a commitment to undertaking all duties in adherence with TSO's Covid-Safe protocol to ensure the continued safety of our staff, choristers, customers, and stakeholders
- co-operate with any reasonable policy or procedure of TSO relating to health or safety at the workplace that has been notified to workers including the wearing of provided Personal Protective Equipment (PPE) supplied to you by TSO.

## **SELECTION CRITERIA**

- **Your number one superpower is your exceptional writing prowess**  
You have a demonstrated ability to write engaging and persuasive content across various styles and platforms, and a proven track record of tailoring messaging to different audiences while maintaining clarity, consistency, and brand voice
- **You love to be guided by strategy....**  
You have experience developing and executing communication strategies that align with organizational goals and objectives, and the ability to analyse audience demographics and preferences to inform content strategy and maximize engagement
- **...and always stay on-brand**  
You understand brand identity principles and have the ability to uphold and strengthen the organization's brand through consistent messaging, and have experience working within and enforcing brand guidelines to ensure alignment across all communication channels

- **You have experience securing impactful media coverage**  
You have a demonstrated ability to draft, pitch, and secure press coverage - with existing understanding of the Tasmanian media landscape, and / or experience working productively with an external PR agency or consultant highly regarded
- **You are comfortable preparing, and tracking the impact of, digital communications**  
You are proficient in creating written content for digital platforms, and have knowledge of digital marketing communication trends and best practice
- **You are calm, strategic, and proactive during difficult moments**  
You can develop proactive strategies and protocols for managing potential crises or negative publicity with transparency and integrity, and can support leaders to address media inquiries, internal and external stakeholder concerns, and reputational risks
- **You thrive when collaborating with other subject matter experts**  
You possess strong interpersonal skills with a second-to-none ability to collaborate, building solid relationships with diverse stakeholders, internal and external
- **You consistently reflect on the effectiveness of your work**  
You have strong problem-solving skills with the ability to identify trends, opportunities, and areas for improvement in communication efforts, using data and metrics as required
- **Grounded in your strategy and the brand, you are comfortable to pivot and adapt when needed**  
You have the capacity to thrive in a fast-paced and dynamic environment, managing multiple priorities and deadlines with flexibility and composure. You are resilient in the face of challenges and quickly adapt to changing circumstances while maintaining professionalism and focus
- **You are genuinely passionate about the arts, and can communicate its importance and impact**  
You have genuine enthusiasm for the performing arts, with a deep appreciation for the mission and values of TSO – with classical music knowledge a plus!

#### **A note on Selection Criteria...**

Data shows that candidates, particularly women and members of marginalised communities, often self-select out of applying for positions if they don't feel they meet every selection criterion.

At TSO, all employees are expected to hold a core level of competency and professionalism in their role, however a candidate's alignment with our values, and willingness for learning and expansion of their skillset through training and mentorship, are very important to us.

If you meet some of the selection criteria, and feel you have something special to offer the TSO, we strongly encourage you to get in touch and to apply.

## HOW TO APPLY

### Process

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If you would like to apply for this role, please submit the following documents to provide TSO a flavour of who you are and what you could bring to the role:

- A current CV that summarises your previous work history, skills, and attributes and includes the names of two referees
- A document or cover letter (no more than three pages long) that addresses how your skills and experience meet the selection criteria, or otherwise make you the perfect person for this position
- Peruse the TSO website (the 'News' and 'What's On' sections are good places to start) and write one brief paragraph (only a couple of sentences) for each of the below prompts:
  - An Instagram caption for an upcoming concert
  - An Annual Report-style summary of a recent community-focused TSO activity
  - A staff newsletter introduction of a new TSO musician or staff member

Please submit this in one combined document, in PDF format with your full name in the file name, addressed to Peter Kilpatrick, Director Audience & Experience. Applications can be emailed directly to [recruitment@tso.com.au](mailto:recruitment@tso.com.au)

### Closing date, interviews, and start date

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The closing date for this role is **Wednesday 22 May 2024**, 5pm

The TSO intends to hold initial interviews for short-listed candidates the following week, at or near our Hobart office. Online interviews can be accommodated for interstate candidates who cannot travel for an in-person interview.

Please outline your earliest possible start date within your application.

### For more information

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If you wish to understand more about the role before applying, please contact Peter Kilpatrick, Director Audience & Experience via [recruitment@tso.com.au](mailto:recruitment@tso.com.au) in the first instance.

### Please note

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The TSO celebrates workforce diversity and welcomes applications from all members of the community. We are committed to equal employment opportunity regardless of race, colour, religion, age, sexual orientation, marital status, disability, or gender identity.

If you have any accessibility requirements relating to applying for this role and attending an interview, please do not hesitate to contact Alison Nadebaum, Director People & Culture, via [recruitment@tso.com.au](mailto:recruitment@tso.com.au) so that we can accommodate these needs.