

Job Title: UC Live^x – Social Media Officer (Casual)

About Us:

UCX is a dynamic organisation providing conferencing, events, food & beverage services sporting, recreation, fitness and entertainment to the University of Canberra and general community. The organisation is entrusted with the day-to-day connection between students and the university and providing on-campus services to foster a great experience for all students.

Positive Overview:

UC Live^x is home to some of Canberra's favourite music venues, UC Refectory, UC Hub, and Canberra's longest running music festival, Stonefest. Our venues have had both national and international megastars including Peking Duk, Amy Shark, Spacey Jane, The Wombats, Ball Park Music, Genesis Owusu, Jungle Giants and more!

We are seeking a passionate and highly motivated individual to join us in creating experiences for UC students and the Canberra community. In this role, you will play a key part in amplifying our live music events through various social media platforms, engaging with our audience, and creating an online buzz for our talented musicians all whilst gaining valuable industry experience and connections within the music, events and marketing industry.

Responsibilities:

1. Content Creation:

- Develop engaging and visually appealing content to promote upcoming live music events.
- Capture and curate high-quality photos of performances

2. Social Media Management:

- Manage and maintain active social media accounts.
- Craft compelling and shareable posts across platforms (Facebook, Instagram, TikTok)
- Monitor social media trends and incorporate them into the content strategy
- Adhere to artist management branding guidelines and requirements.

3. Audience Engagement

- Foster interaction and community building through comments, shares, and likes.
- Respond to inquiries and comments promptly and professionally.

4. Event Promotion

- Collaborate with the UC Live^x team to create targeted campaigns for live music gigs.
- Utilize social media advertising to maximise event visibility.

Requirements:

- Experience in social media management
- Passion for live music and supporting emerging Canberra artists.
- Excellent communication skills, both written and verbal
- Proficiency in graphic design tools and basic video editing
- Availability to work flexible hours, including evenings and weekends.

How to Apply:

If you're excited about the prospect of contributing to the vibrant live music scene in the Canberra community and have the skills to drive social media engagement, we'd love to hear from you! Please submit your resume, and any samples/portfolio of your social media work that you think might be useful to uclive@canberra.edu.au

Application deadline: Friday 5th January 2024.