



## STRATEGIC COMMUNICATIONS MANAGER

### Position description

<b>Hours:</b>	Part-time (4 days per week)
<b>Reports to:</b>	Managing Director
<b>Direct reports:</b>	Marketing & Communications Coordinator
<b>Location:</b>	Sydney, NSW
<b>Contract:</b>	Permanent
<b>Salary:</b>	\$100k pro-rated
<b>Applications due:</b>	Tuesday 16 June, 5pm (AEST)

MusicNSW is looking for a highly skilled Strategic Communications Manager to develop and deliver MusicNSW's communication, and engagement strategies. The successful candidate will have expertise in strategic communications and marketing, an understanding of the independent contemporary music ecosystem in Australia, established music industry networks, and an editorial communications approach.

This is a leadership position that combines strategic thinking with hands-on execution, requiring someone who can both set vision and deliver quality outputs. The role demands a unique blend of editorial judgment, communications and marketing expertise, media relations capability, and cultural fluency in NSW's diverse music communities.

The role will be the primary brand custodian for MusicNSW and responsible for overseeing and delivering communications with MusicNSW's broad community to support the organisation's strategy. This will include storytelling to platform NSW contemporary music artist talent and promote the regeneration of grassroots music communities, marketing to support the impact of the organisation's program output and campaigning to build awareness of MusicNSW, our role and advocacy priorities.

The right candidate will love music, love working in a nimble environment and relish the chance to have a big impact on a small but influential organisation.

### KEY RESPONSIBILITIES

#### Strategic Leadership

- Lead integrated communications strategy positioning MusicNSW as a vital resource and cultural platform for NSW artists
- Manage brand identity and ensure consistent, dynamic messaging across all touchpoints

- Drive innovation in digital storytelling formats and adapt strategies to cultural moments and emerging opportunities
- Develop and maintain an annual communications plan aligned with organisational strategy

### **External Relations & Engagement**

- Build and maintain relationships with media across music, culture, and news sectors, managing press and stakeholder communications
- Represent MusicNSW at key sector events, fostering relationships with artists, industry workers, peak bodies and cultural organisations
- Build MusicNSW's presence and reputation within NSW music communities as a genuine, trusted partner
- Support Managing Director to engage with a diverse range of artist, industry and government stakeholders

### **Editorial & Content Leadership**

- Develop and execute editorial strategy that platforms artists through diverse content: features, cultural criticism, reviews, artist spotlights, and thought pieces
- Commission and oversee production of short and long-form content celebrating local music and capturing NSW music stories
- Build and manage relationships with writers, photographers, videographers, and content creators to deliver compelling storytelling
- Establish MusicNSW as a trusted voice in music culture discourse

### **Marketing & Audience Development**

- Design and implement marketing campaigns for MusicNSW programs, events, and initiatives to drive participation and support
- Grow and diversify MusicNSW's audiences in line with strategic goals and KPI targets through targeted campaigns and innovative content
- Oversee all digital channels (website, social media, newsletters) with channel-specific strategies to maximise reach and engagement
- Develop and maintain content calendar across all platforms

### **Management & Reporting**

- Lead and mentor Marketing & Communications Coordinator, providing strategic direction and editorial oversight
- Manage external contractors and content budgets effectively

- Collect, analyse, and report on communications and marketing data for Managing Director, Operations Manager, MusicNSW Board, and funding agencies

### **To Apply**

To apply please complete the online application form and upload a PDF version of:

- Your CV
- A cover letter addressing the skills and experience

If you have any questions please email [jobs@musicnsw.com](mailto:jobs@musicnsw.com).