



## **POSITION DESCRIPTION: Senior Producer, Digital Engagement**

<b>TERM:</b>	<b>Full time, ongoing</b>
<b>REPORTS TO:</b>	<b>Head of Marketing &amp; Engagement</b>
<b>DIRECT REPORTS:</b>	<b>N/A</b>
<b>SALARY:</b>	<b>\$81,000-\$86,000 + statutory superannuation</b>
<b>PRIMARY LOCATION:</b>	<b>The Wheeler Centre for Books, Writing and Ideas 176 Little Lonsdale Street, Melbourne, Victoria 3000</b>
<b>CONDITIONS:</b>	<b>Employment is subject to a six-month probation period. Flexible work arrangements can be discussed. Regular out-of-work hours will be required. Employees at The Wheeler Centre have access to an Employee Assistance Program as well as regular professional development opportunities.</b>

### **ABOUT US**

#### **Our Purpose**

The Wheeler Centre exists to honour and amplify the culture of ideas, stories and debate that has existed in Victoria for millennia.

We serve writers, storytellers, thinkers, readers, listeners - the diverse ecology of people, communities and cultures that keep ideas alive and evolving.

#### **We do this through:**

- Facilitating conversations, constructive debate and community-building connections throughout the year - across a variety of formats, platforms and audiences - to promote and complement our state's literary ecology.
- Partnering with and resourcing local and regional literary organisations, festivals and collectives, with collaboration, support, inclusivity and access to our physical and digital hub.
- Enabling the growth of the literary community by supporting writers at all stages of their careers and advocating for the sustainability and diversity of the sector.
- Honouring the cultural heritage and influence of words here and the unique literary identity that arises from and connects our landscape.
- Improving the accessibility and longevity of our work by creating and publishing digital content and maintaining a digital event archive.

#### **Our Vision**

To be a globally renowned home for storytelling and ideas that is sought after and celebrated by writers, readers, speakers, listeners and decision-makers.

#### **Our Mission**



To connect, support and promote Victoria's unique culture of writing, stories and ideas. We seek to open up writing, reading, storytelling and inclusive public discussion to everyone, everywhere and in doing this, we also elevate Melbourne's status as Australia's original UNESCO City of Literature.

## **ABOUT THE ROLE**

The Wheeler Centre is looking for a highly motivated and skilled Senior Producer, Digital Engagement to join our team. This is a senior role in the marketing team that would suit an experienced digital and social media content producer with an appetite for digital content creation, digital communications and data analysis.

Reporting to the Head of Marketing & Engagement, this role is responsible for the management of The Wheeler Centre's digital platforms and content. The ideal applicant will be data driven and motivated to grow digital engagement and follow industry best practice.

This role is based at The Wheeler Centre offices in Melbourne CBD. Flexible/hybrid work is available. You will be expected to regularly attend our live events outside of typical business hours. The Wheeler Centre offers TOIL in exchange for these hours.

## **PRIMARY RESPONSIBILITIES**

- Work with the Head of Marketing & Engagement to implement, deliver and report on the Centre's Digital Strategy;
- Manage, moderate and grow The Wheeler Centre's social media channels, overseeing content planning, publishing, audience engagement and platform strategy in consultation with the Head of Marketing and Engagement;
- Collaborate with marketing, programming and production teams to facilitate the planning, creation and production of short-form video content for The Wheeler Centre's website, social media and video platforms;
- Manage digital workflows and systems for use by interdepartmental teams (including Airtable, scheduling calendars, production pipelines and photo shoot run sheets);
- Plan, execute and monitor paid social ad campaigns (Meta), including setup, audience building, creative recommendations, ongoing optimisation;
- Manage and brief photographers, videographers and influencers. This includes scheduling, on-the-day direction and overseeing delivery to ensure content meets brand and campaign requirements;
- Produce, edit, proof and fact-check digital content (multimedia digital content, text, photos, audio and video) for audience impact and brand consistency with house style;
- Monitor, analyse and report on analytics, assessing effectiveness of approach and suggesting ways to innovate and improve;
- Create and post social media content, including at Wheeler Centre major events (note that this will require attendance outside of standard work hours as required);
- Write, edit and proofread copy for digital platforms including YouTube, podcast channels and socials media;
- Lead production and shoots for campaign imagery, including planning, coordination and on-the-day creative direction;
- Prepare digital performance reports for senior leadership;
- Support the Head of Marketing & Engagement in maintaining key digital stakeholder partnerships and relationships, digital operations and administration, including invoice processing and management of digital asset systems;
- Support the Marketing team in all areas of their business, including interdepartmental marketing support (including development and fundraising campaigns), website and marketing campaigns.



## About You

You will have a strong understanding of digital content, social media engagement and audience development that will inspire and grow The Wheeler Centre audience. You will drive the creation of The Wheeler Centre's digital content, ensuring it reaches a wide and diverse audience. You will be:

- A skilled digital producer experienced in written and multimedia storytelling (photography and video skills also desirable);
- An enthusiastic team player who can work with other content makers to bring ideas to life;
- Focused on producing high quality work with exceptional attention to detail;
- Demonstrated understanding and application of social media to connect and engage audiences with content including, but not limited to: TikTok, Instagram, Facebook, LinkedIn, YouTube, etc;
- A strong and versatile communicator, who is confident communicating in writing, in person and onscreen/over the phone, to different audiences and across different platforms;
- A creative content maker with a strong focus on building and diversifying audiences;
- A natural promoter and advocate;
- A dynamic all-rounder, who can think big and still have an eye for detail;
- Digitally-savvy and tech-proficient, with an enthusiasm for data (analytics and Tessitura experience an advantage);
- A strategic and innovative thinker, who can come up with and implement new ideas;
- An adept collaborator, who can work effectively and co-operatively within and across teams in the organisation as well as with external stakeholders;
- An agile, flexible worker who can respond to changing demands and priorities; and
- A positive and enthusiastic team player, who can contribute to efficient and effective workflows, great organisational culture within and between teams.

## KEY SELECTION CRITERIA

1. Experience producing, editing and scheduling content across social media platforms
2. Adept project manager skills, deadline driven and adaptable.
3. Experience with social media community management and strong written and verbal communication skills, with the ability to communicate with audiences across multiple online platforms.
4. Highly developed interpersonal skills with the ability to foster and maintain effective working relationships with a wide range of stakeholders and colleagues.
5. Ability to multitask and work across departments to achieve common goals and meet deadlines.
6. Demonstrated ability to work collaboratively with a team as well as independently to achieve departmental goals.
7. An exceptional eye for detail as well as a comprehensive understanding of industry best practices for the development and innovation of digital content.
8. Experience producing content using Adobe Creative Suite and Premiere Pro, Meta platforms, YouTube, LinkedIn and TikTok.

## Desirable:

1. Professional experience or working knowledge of Tessitura.
2. Working knowledge of the Microsoft 365 Suite, including SharePoint, OneDrive and Teams.
3. Experience and/or genuine interest in the Australian arts sector, particularly in literature and/or events.
4. Experience photographing and filming content.
5. Working knowledge of Google Analytics.



## HOW TO APPLY

### Enquiries

Further information about The Wheeler Centre is available at [wheelercentre.com](http://wheelercentre.com)

Confidential enquiries about this role can be made to Caraline Douglas, Head of Marketing & Engagement, at [caraline.douglas@wheelercentre.com](mailto:caraline.douglas@wheelercentre.com)

The Wheeler Centre is committed to access and inclusion, and to creating a team that reflects the diversity of the communities we serve. We encourage applicants who identify as First Nations, culturally and linguistically diverse, D/deaf, disabled, and LGBTQIA+. We encourage applicants who have previously faced barriers to working in the arts and cultural sectors and are committed to helping you overcome these barriers. If you require advice or support during the recruitment process, we would love to hear from you.

### Submitting an application

Applications should include:

- A brief cover email outlining why you are the right candidate for this role
- A brief written response to the key selection criteria (1-2 pages)
- A current resume, including the contact details of two professional referees (1-2 pages)
- We would love to see your work. Please submit material with your application online (include examples, links to websites or attach audio/video files up to **5MB**).

Applications should not exceed four pages in length (excluding links to work examples).

### Application Format

- Please combine your application into a single PDF document, with the filename 'Last Name First Name – POSITION TITLE'.
- Applications should be submitted by email only to [recruitment@wheelercentre.com](mailto:recruitment@wheelercentre.com).
- Late applications will not be accepted

### Timeline for Recruitment

Applications close **9am, Thursday 2 April 2026**. Interviews will be scheduled on **Friday 10 April 2026**.