

# Position Description



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<b>Position title</b>	Content Coordinator	<b>Location</b>	Sydney
<b>Department</b>	Engagement	<b>Work type</b>	Full-time
<b>Reports to</b>	Director of Engagement and Systems	<b>Term</b>	3-year contract

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## POSITION OBJECTIVE

This hands-on entry-level role will create engaging content for the AYO community, focusing on participants, alumni, donors and concert attendees. This role helps AYO achieve our communications, fundraising and brand objectives by inspiring our participants, alumni and supporters, connecting them to our organisation and demonstrating the impact of their support. You will achieve this by seeking out and developing unique content for use across AYO's communication platforms and supporting the implementation of AYO's calendar of events and activities.

## DUTIES AND RESPONSIBILITIES

### Content creation and management

- Develop and deliver strategies that engage our current audience, grow our subscribers and build our digital community for all key channels, with a particular focus on social media and eNewsletters
- Ensure clear goals and outcomes are defined for each channel and regularly assess channels against these goals
- Proactively seek out and craft a bank of valuable and engaging stories, and repurpose them for distribution in a meaningful and impactful way
- Work with internal and external stakeholders to research and develop written, audio and visual content for publications, newsletters, web and social media
- Oversee social media content management; including scheduling, editing and writing of social media content, and monitoring and moderating all channels
- Lead the planning and development of content for AYO's monthly newsletter
- Assist the Marketing and Communications Manager with the production of print and digital collateral
- Build and maintain strong collaborative internal and external relationships with all AYO teams and the AYO community, to generate story ideas, research and produce content
- Brief and commission content from internal and external contributors when required
- Ensure content across all channels complies with relevant brand and style guidelines and is appropriate for the target audience
- Keep abreast of the trends and changes across the digital communications landscape

## **Marketing and communications**

- Assist with developing and implementing AYO's engagement plan for key stakeholders
- Assist with managing the internal sign-off process across the organisation for all marketing and communications material
- With the Marketing Coordinator, maintain AYO's website, ensuring content is current, accurate and appropriate for the channel and audience
- Manage AYO's photo library and digital assets
- Contribute to the ongoing development and improvement of AYO's database
- Maintain reporting requirements for internal and external stakeholders as required

## **Programs and events**

- Maintain the register of AYO's activities and events
- Attend AYO programs to capture content and provide on-site support as required
- Be a key member of the front-of-house team at AYO concerts
- Assist with devising AYO's annual events plan

## **Values**

- Actively support AYO's purpose, values and strategic vision
- Operate in accordance with AYO's policies, procedure and practices
- Positively and constructively represent AYO to external stakeholders
- Behave in a way that contributes to a workplace that is free of discrimination and harassment and ensures the health, safety and welfare of yourself, co-workers and others

## **KEY RELATIONSHIPS**

### **AYO staff**

**Reports to:** Director of Engagement and Systems

**Works closely with:** Marketing and Communications Manager  
Marketing Coordinator  
Artistic Administrator  
Volunteer Development Coordinator  
AYO development team

**Other stakeholders:** AYO musicians and alumni  
AYO donors, sponsors and concert attendees  
Venue staff and event suppliers

This position description describes the broad scope of the role; it is not an exhaustive list of duties. It may change from time to time with due consultation to meet the changing needs of the organisation.

# Position Application



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## SELECTION CRITERIA

### Essential

- Exceptional researching, writing and editing skills with strong attention to detail and ability to write effectively for different audiences and channels
- Demonstrated ability to create multiple forms of content for social media, web and email
- Experience using current social media platforms; including planning, scheduling and posting content, moderating comments and creating meaningful reports
- Commitment to keeping up-to-date with the latest trends and best practices for digital content, community engagement and measurement
- Basic skills working with Adobe Creative Suite/Cloud
- Proven stakeholder management skills and the ability to build constructive and effective relationships with internal and external stakeholders
- Demonstrated project management skills, with a proven ability to forward plan, solve problems and meet deadlines

### Desirable

- Knowledge of the arts, preferably classical music, and the market in which AYO operates
- Experience working in and/or an understanding of working in the not-for-profit sector and/or arts industry

## SPECIAL REQUIREMENTS

- Availability to work outside of regular office hours, including some weekends
- Adhere to AYO's Code of Conduct, policies and procedures
- Willingness to undertake a national crime check and working with children check

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## APPLYING FOR THE POSITION

To submit your application for this position, please forward:

- a cover letter and current resume
- a response, no longer than two pages, to the above selection criteria, which demonstrates how your experience and knowledge applies to the position

Please forward your application to [CandiceWise@ayo.com.au](mailto:CandiceWise@ayo.com.au)

If you would like to discuss the position further, please contact Candice Wise, Director of Engagement and Systems, on (02) 9356 1404 or at [CandiceWise@ayo.com.au](mailto:CandiceWise@ayo.com.au)

**Applications close Friday 21 May 2021**