

CONTENT CREATION MANAGER

Thank you for your interest in the position of Content Creation Manager.

This is a one-year paternal leave contract, from July 2018 – August 2019.

Aside from the information outlined in the job description, other relevant details of the position are:

1. Hours of Work

The usual hours of work are 9am - 5pm Monday to Friday. However, the requirements of this position require a degree of flexibility. Some additional or outside of usual hours work is required to meet our changing business needs and the demands of your role.

The position is based at Fox Studios Australia, Moore Park.

2. Salary and Entitlements

- Salary is dependent on skills and experience
- 4 weeks annual leave – pro rata
- 10.5% superannuation
- Complimentary tickets to STC productions, subject to availability

3. Application

In order to make your application for this position, please forward:

- Your CV
- A cover letter briefly outlining how your experience is applicable to the Key Selection Criteria on the last page of this Job Description. Please note; applications will not be considered if your cover letter does not reference the particular expertise specified in the Key Selection Criteria.
- Examples of your work – print and/or digital articles, video, podcast/radio. Send a portfolio or links to specific pieces.

To apply

Please forward your application to Kate Crisp, HR Manager, recruitment@sydneytheatre.com.au.

For enquires specifically relating to the role

Contact Stephanie Zappala Bryant, Marketing Manager, szappalabryant@sydneytheatre.com.au.

Closing date

Closing date for applications is 9am, Friday 22 June 2018.

Interviews

Interviews will be held at Sydney Theatre Company offices in Fox Studios Australia, Moore Park soon after the closing date.

Starting date

We will be looking for our new Content Manager to commence by mid-July 2018 at latest.

Other

Must be Australian resident or hold current, appropriate working visa.

A driver's license is useful but not a requirement.

ABOUT SYDNEY THEATRE COMPANY

Sydney Theatre Company (STC) has been a major force in the Australian cultural landscape since its establishment in 1978. It is Australia's largest theatre company in terms of audiences and amount of work presented each year, the state theatre company of NSW, and is recognised as one of the world's most exciting and original theatre companies.

The Company presents an annual season of around 15 productions across four harbourside theatres; Wharf 1 and Wharf 2 Theatres and Roslyn Packer Theatre in Walsh Bay, and as the resident theatre company of the Sydney Opera House. Our current Artistic Director is Kip Williams, who was appointed in 2016. The Season of plays is announced each September for the following year.

STC has a proud heritage as a creative hub and incubator for Australian theatre and theatre-makers, developing and producing eclectic Australian works, interpretations of classic repertoire and great international writing. STC strives to create theatre experiences of the highest standard that consistently illuminate, entertain and challenge, and that reflect Sydney's distinctive personality and engage broad audiences.

Strongly committed to engagement in the community, STC offers an innovative School Drama™ program; partners with groups in metropolitan Sydney, regional centres and rural areas; and reaches beyond NSW touring productions throughout Australia. STC's annual audiences throughout Australia are in excess of 315,000.

In recent years, the company's international profile has grown significantly with numerous productions touring extensively to great acclaim in to Europe, USA and the UK. The theatre careers of many of Australia's internationally renowned artists have been launched and fostered at STC, including Benedict Andrews, Cate Blanchett, Rose Byrne, Toni Collette, Judy Davis, Mel Gibson, Richard Roxburgh, Geoffrey Rush and Hugo Weaving.

STC is assisted by the Australian Government through the Australia Council, by its arts funding and advisory body, and by the New South Wales Government through Arts NSW.

PURPOSE

A place for ideas

VISION

Based in Sydney and reflecting our home base's distinctive personality we will be one of the world's most exciting and original theatre companies.

MISSION

- Create distinctive theatre of vision and scale
- Ensure a future for theatre
- Assist building creative capacity in the community
- Explore the issues of the day

VALUES

Creativity

A company that embraces creativity and originality in all that we do and has the courage to push boundaries.

Play

A company that is light, spirited, flexible, collaborative and interactive.

Rigour

A company that is ambitious and forward thinking that seeks out best practice and continual improvement in all areas.

Commitment

A company that serves its art form, its artists, audience and community. A company whose staff pulls together in the best interests of the production.

THE DEPARTMENT

The Marketing and Customer Services department drives the management of STC's marketing, audience research, data and insights, digital projects and online presence, graphic design, customer relationship management activities, content creation, brand and identity, media relations, public positioning, visual identity and audience experience. The Box Office is within this team, and manages ticket sales and customer service for our season ticket holders and casual ticket buyers.

The department provides marketing, communications and graphic design support for internal departments including corporate development, philanthropy and education, venue hirers and in-venue food and beverage outlets; The Theatre Bar at the End of the Wharf and Walsh Bay Kitchen.

ORGANISATIONAL CONTEXT

Department:	Marketing and Customer Services
Team:	Marketing team
Director:	Director of Marketing and Customer Services
Position title:	Content Manager
Reports to:	Marketing Manager, Season Tickets & CRM
Direct report:	-
Other positions within the Marketing team:	Digital Marketing Manager Digital Marketing Coordinator Marketing Manager, Campaigns Marketing Coordinator, Campaigns Lead Graphic Designer Graphic Designer Marketing Assistant x 2
Other teams within the department:	Public Relations Box Office Data and Insights Front of House
Key relationships – Internal	Marketing and Public Relations team Customer Services and Box Office team Artistic team Philanthropy and Corporate Development teams Finance team Venue and Front of House teams Production departments
Key relationships – External	Freelance Designers Printers and print suppliers Photographers STC's Design Agencies Arts industry peers

PURPOSE OF THE ROLE

The Content Manager acts as an in-house journalist, managing content creation for Sydney Theatre Company (STC) to support the promotion of STC's play productions and other projects.

THE ROLE

The Content Manager develops and manages all STC content, including production programs, articles, branded content and website magazine content, including written, video, audio, image gallery and archival. We are seeking someone creatively versatile for this busy role in a highly creative company.

The Content Manager is responsible for writing, editing, sourcing material as well as managing the coordination of content creation (e.g. video shoots, podcast recordings). The main aim of this role is to ensure that STC has engaging, rich and informative content that can be used in a number of channels and platforms.

Under the guidance of the Marketing Manager, the Content Manager works closely with the marketing team and other departments to deliver content that is powerful and memorable while remaining on-brand. This role suits someone who understands that content must put the audience's needs first, and has experience in bringing stories and creative experiences to life.

Someone with journalism experience will prosper in our fast-paced, quick-turnaround team environment. The person must be a collaborative manager who can work autonomously to proactively solve problems. Of course, scrupulous attention to detail, an ability to respond swiftly, oversee quality control and hit all deadlines is non-negotiable.

Content projects cover a wide range of topics for STC plays and projects. Exceptional research, interviewing, creative concepting skills are essential. Experience in an arts or similar organisation would be advantageous.

The Content Manager is a core member of the marketing team, which is lean, busy and collaborative. Great interpersonal skills and a positive attitude are a must. The role works closely with lots of departments at STC, including Public Relations, Artistic, Production, the Executive office and more. The person must be able to work well as part of our close-knit team, with a willingness to take instruction and constructive feedback.

Skills and experience in publication software (Adobe Indesign), shooting and editing video (iMovie/Adobe Premiere), and podcast production (Adobe Audition) would be advantageous, but not essential. A broad understanding and ability to collaborate, meaningfully contribute and steer projects towards best practice and highest quality outcomes is needed.

The Content Manager will enjoy daily variety, a positive environment and the opportunity to work in an organisation full of creative and innovative minds, surrounded by people who love what they do.

KEY RESPONSIBILITIES

Under the guidance of the Marketing Manager:

Content and Programs

- Develop and deliver the company Content Strategy, including detailed channel plans
- Lead on the creation of Company style guides for written and online content, in consultation with key internal stakeholders
- Write, produce and manage articles, branded content and website content (including written, video, audio, image gallery and archival)
- Brief and commission content from internal and external contributors
- Organise and conduct interviews with the artistic team, resident and visiting artists and other relevant subjects for text based, audio and video content
- Research content for shows, in consultation with marketing team and production directors
- Research national and international theatre and performing arts news and trending topics and publish for discussion through STC channels
- Source images to accompany content, ensuring all copyright obligations are met
- Project manage delivery of STC play production programs, acting as the key liaison with our program provider Playbill
- Liaise with the design and marketing teams to produce printed programs and publications

- Project manage audio and video content, liaising with in-house staff and external content producers as required
- Create or source written content for other STC publications as required, such as marketing materials, season brochures etc.
- Work with other members of the marketing team to establish appropriate channels for content, and to ensure that content can be appropriately promoted via other STC channels
- Work with other members of the marketing team to seek out content sharing opportunities to build audiences and increase engagement with STC content
- Provide relevant and timely content for the STC's other marketing channels, such as the enews and social media platforms
- Manage working relationships with key stakeholders to ensure content is well-researched, accurate, timely and reflects the breadth of the STC's work
- Take ownership of and adhere to STC brand guidelines (currently in active development), ensuring all content complies with the relevant brand and style guidelines, and serves the STC's vision and strategic goals
- Play an active role in the research and development of key messaging for STC campaigns
- With the in-house Graphics Designers, manage the layout of production programs for all STC productions
- Analyse and respond to big and small content briefs creatively, effectively, intelligently
- Contribute to special projects as required
- Work with Marketing Manager/s and Lead Graphic Designer to lead in the filming and editing of video for marketing purposes
- Assist Marketing Manager in the organisation and running of photo and video shoots
- Ensure endorsement from the Marketing Manager before implementation where appropriate

Department and Relationships

- Play a key role in the marketing team, contributing to the collaborative working style of the team
- Take an active role and provide meaningful advice in the process of collaborating with external creatives, agencies and freelancers, particularly in creation of STC's Season marketing materials
- Liaise with external suppliers such as printers, complete proof checks and attend press checks where necessary, ensuring the timely quality delivery of material
- Undertake content creation, provide advice, ensuring effective liaison and collaboration with STC staff at all levels, including Media Relations, Philanthropy, Corporate Development, Artistic, Production, the Executive office and more.

Other

- Be an active participant in the marketing team and other agreed cross-departmental teams
- Carry out other similar or administrative duties as required by the Marketing Manager

WORKPLACE HEALTH & SAFETY

For the purposes of the Workplace Health and Safety Act and Regulations the Marketing Assistant, Season Tickets & CRM must ensure that she/he:

- Takes reasonable care of the health and safety of themselves and others
- Works in a safe manner and follows procedures introduced for his protection
- Participates in any training or education necessary to enable to work safely including familiarisation with STC's WH&S policy
- Reports any unsafe work practices or conditions to his supervisors
- Co-operates with Sydney Theatre Company in their efforts to comply with workplace health and safety requirements

ENVIRONMENTAL SUSTAINABILITY

To support STC's vision of becoming the world's most sustainable theatre company, the Marketing Assistant, Season Tickets & CRM must ensure that she/he:

- Takes reasonable steps towards minimising the environmental impact of their role and that of the Company;
- Works in an environmentally responsible manner and follows procedures introduced to this end;
- Participates in any training or education necessary to enable them to work sustainably including familiarisation with the Company's various green policies;
- Brings to the attention of the internal Green Team any situations or practices that could be improved in relation to environmental performance; and co-operates with Sydney Theatre Company in their efforts to lead in the area of environmental sustainability.

KEY SELECTION CRITERIA

Capabilities and competencies

Essential

- Minimum 3-5 years' experience, advanced writing and editing skills
- Excellent ability to interpret research and creatively concept content solutions that support the needs of the project
- Proven experience in creating a wide range of content, e.g., long form interviews, web content, video content, podcasts
- Strong research skills
- Confident interviewing skills
- Passion for the arts. Theatre experience desired, but not essential
- Excellent relationship management and communication skills
- Knowledge of pre-press requirements for print publications
- Social media savviness and an understanding of the latest digital trends
- Proven experience in managing multiple simultaneous projects in a quick-turnaround, fast-paced working environment
- Willingness to take direction, ability to work efficiently, adapt to situations, learn quickly and find solutions with a positive hands-on attitude

Desirable

- Skilled in Adobe Creative Suite on Mac
- Video shooting and editing skills
- Audio recording and editing skills

This job 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.