



SYN

SYN Media Position Description

POSITION TITLE	Content Coordinator	TERMS OF EMPLOYMENT	Full time, twelve-month contract with the possibility of ongoing work in the future
REPORTS TO	Community Manager	SALARY	\$40,000 per annum plus statutory superannuation
WORK LOCATION	402 Swanston Street, Melbourne VIC 3000	APPLICATION DETAILS	Please carefully read section 4 of this application pack and make sure that you follow the application instructions
CLOSING DATE	Wednesday 4 th September, 2019, 11:59PM		
NOTE	SYN has an exemption from the Victorian Civil and Administrative Tribunal to allow discrimination on the basis of age (exemption no. A98/2012). SYN has a preference for candidates under 26 years of age. (NB. Candidates over 26 are still encouraged to apply.)		

1. ABOUT SYN

SYN is a media organisation run by a community of young people that provides broadcasting and training opportunities for young Australians. SYN informs, empowers and entertains young people by providing facilities, training and a public platform as detailed in the organisation’s 2018-20 Strategic Plan. Outside of its staff, SYN relies on the strength of its volunteer base to maintain its extensive operations. All volunteers are under the age of 26. SYN’s current operations include:

SYN Radio: 90.7 FM and DAB+

SYN has a full-time community broadcasting license and can be heard throughout Melbourne, Geelong and in parts of regional Victoria. Our station also streams live from our website. SYN’s radio content is as diverse as its volunteers, and is rotated five times a year. SYN’s radio audience is approximately 80,000 listeners a week.

Media Learning

SYN Media Learning is a social enterprise that provides media education experiences for young Australians and those who work with young Australians. Media Learning is the drive of SYN’s growth, offering media training to young people in Melbourne through hands-on radio and new media workshops. Each year SYN works with more than 100 secondary schools and other groups to offer training through innovative peer-to-peer programs. SYN radio has an extensive schools program with over 20 schools presenting radio programs each term.

SYN Television

SYN is currently responsible for producing three hours of live youth television each week for Channel 31 Melbourne, and many more hours each week of online content and webisodes. Up to 15,600 people watch SYN’s flagship TV production, *1700*, on C31.

SYN Online

SYN manages syn.org.au, an interactive online community for people under the age of 26 to exhibit, distribute and share their content. SYN Online features a live radio stream of SYN radio, podcasts, videos and blogs.

2. JOB SPECIFICATION

PRIMARY FOCUS

The Content Coordinator supports SYN volunteers to create bold, unique content, improve their skills and try new things. Working across all media platforms they implement SYN's content strategy in order to empower young SYNners to produce media that matters to them.

The Content Coordinator works closely with the Community Manager to ensure that SYN volunteers have the best possible experience at SYN.

KEY RESPONSIBILITIES

- Oversee SYN's programming across all platforms and collaborate with leadership volunteers to create a coherent and engaging program grid each season;
- Prepare and deliver workshops to help volunteers develop new skills and improve the quality of their content;
- Provide feedback to presenters and producers through regular airchecks, and through one-on-one support;
- Oversee the day-to-day running of SYN's podcast incubator project;
- Develop written training resources and manuals for volunteers;
- Promote SYN's content publicly, through social media and other external communications and pursue opportunities for cross promotion across SYN's platforms;
- Write grant applications for content projects;
- Keep station media – such as IDs and cross-promotions – engaging and up to date;
- Coordinate with sponsorship clients to produce and air sponsorship messages;
- Compile and distribute the weekly eNews and other external communications.

RESPONSIBILITIES shared with all SYN staff

- Adhere to SYN's values of Access, Independence, Participation, Diversity and Innovation;
- Maintain a high standard of work practices and ensure integrity, respect and confidentiality while carrying out core tasks;
- Work cooperatively with staff and volunteers to achieve the organisation's objectives.

3. PERSON SPECIFICATION

PERSONAL ATTRIBUTES

You are passionate about content and have experience overseeing the publication of content across multiple platforms. You love supporting young people to learn, grow and express themselves through media training and production. You have strong interpersonal skills and are highly organised. The ideal candidate will be creative, driven and capable of supporting a team of young volunteers.

KEY SELECTION CRITERIA

Skills, Knowledge, Qualities, Experience

Required

- Proven experience producing high-quality content across multiple-platforms, with a strong focus on audio;
- Knowledge and experience in the process of commissioning content and developing talented content makers;
- Experience managing and motivating volunteers;
- Excellent oral, written and personal communication skills;
- High-level organisational skills and strong attention to detail,
- Project management experience including the ability to manage multiple stakeholders and deliver projects to a deadline.

Desirable

- An understanding of the community broadcasting sector and/or the broader youth, media or arts sectors
- Experience in sponsorship, marketing and sales, particularly in radio

The successful candidate must have a Victorian Working with Children Check or that ability to obtain one

4. APPLICATION PROCESS

PLEASE NOTE: SYN previously advertised for a Content Manager. We are no longer recruiting for that role but we are seeking a new Content Coordinator. The roles are different, but the selection criteria and application processes are exactly the same for this new role. If you have already applied for the role of Content Manager you will automatically be considered for the role of Content Coordinator.

To apply, please provide the following information in a single document (word document or PDF) with your full name as the filename:

- A one-page cover letter, detailing why you are interested in the position.
- A maximum two-page CV, including minimum two professional references, including your most recent/current manager.
- Written responses to each selection criteria describing your relevant skills and experience (no more than 200 words for each selection criteria)

Please attach your application to an email and send directly to Campbell at gm@syn.org.au

Candidates are encouraged to contact SYN in advance to discuss the position. Please direct your enquiries Campbell via email (gm@syn.org.au) or call 03 9639 2849

Applications close at 11:59pm on Wednesday the 4th of September, 2019. All applicants will be contacted with one week of the application deadline and candidates who progress to the next round will be invited to a job interview.