



SYN

SYN Media Position description

POSITION TITLE	Media Learning Manager	TERMS OF EMPLOYMENT	Full-time, 12-month contract with the possibility of ongoing work in the future
REPORTS TO	General Manager	SALARY	\$50,000 plus statutory superannuation
WORK LOCATION	402 Swanston Street, Melbourne, 3000	APPLICATION DETAILS	Please carefully read section 5 of this position description and make sure that you follow the application instructions.
CLOSING DATE	Tuesday 30 th April, 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.)		
CHILD SAFE POLICY	SYN is committed to child safety. We have zero tolerance for child abuse. Our robust human resources, recruitment and vetting practices are strictly adhered to during the application and interviewing process. Applicants should be aware that we carry out working with children checks, police checks and reference checks as we see fit to ensure that we are recruiting the right people.		

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 and training that allows them to gain access and practical industry experience in all facets of the media, 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 SYN Nation (digital)

SYN operates a full-time community broadcasting license and can be heard throughout Melbourne, Geelong and in parts of regional Victoria. Both stations stream 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 SYN's core business, 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. ABOUT SYN MEDIA LEARNING

The Media Learning Manager oversees all SYN Media Learning operations and staff. SYN Media Learning is SYN's Social Enterprise and has been providing media skills and experiences to young Australians for over 14 years across radio, television and digital media platforms. We are a community leader in providing accessible, affordable and meaningful access to media skills and platforms.

Our training programs provide media skills workshops and experiences to schools and community groups as part of a thriving social enterprise. As a revenue driver for SYN, these activities form an important part of SYN's sustainability, and provide a high quality and unique service that schools and community groups could not access anywhere else.

All of our programs seek to be exemplars of community and peer-to-peer based learning where students develop skills in media creation, digital literacy and personal expression.

3. JOB SPECIFICATION

PRIMARY FOCUS

The Media Learning Manager oversees the delivery of all Media Learning programs offered by SYN, as well as the department's development as a crucial business & revenue stream. The Media Learning Manager works closely with the General Manager and other SYN staff to ensure SYN Media Learning is achieving goals in terms of both income generation and social outcomes for young media makers.

KEY RESPONSIBILITIES

- Market, manage and drive SYN Media Learning's social enterprise activities, including writing and delivering 12-month business plans;
- Setting and achieving sales targets and reporting progress to the General Manager;
- Management of SYN Media Learning staff including recruitment, supervision and professional development;
- Manage key partnerships and relationships including government, schools, community partners and funding bodies;
- Establish SYN Media Learning within Victoria's social enterprise sector;
- Represent SYN and SYN Media Learning at conferences and other public events; and
- Manage the business development of SYN Media Learning, including constant improvement to business processes and regular product development cycles;
- Secure, deliver, administer and evaluate grant-funded projects;
- Anticipate and respond to General Manager direction and requirements.

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.

4. PERSON SPECIFICATION

PERSONAL ATTRIBUTES

You are passionate about education, social enterprise and the potential for young people to express themselves through community broadcasting. You are a clear communicator with the ability to manage important relationships with customers. You are driven, highly organised and an excellent problem solver.

KEY SELECTION CRITERIA

Skills, Knowledge, Qualities, Experience

Required

- Proven ability to drive profit within a social enterprise and reach sales targets;
- Prior experience in developing and delivering training programs for diverse young people in secondary, tertiary and community development environments;
- Diverse management experience including human resources, budgeting and business planning;
- Experience managing volunteers, particularly young people, and an interest in serving SYN's diverse community (including but not limited to young people from culturally and linguistically diverse backgrounds, living with disability, diverse gender and sexuality);
- Excellent oral and written communication skills;
- High-level interpersonal skills with a focus on customer service and developing new client relationships;
- Self-motivation and the ability to work independently to solve problems;

Desirable

- Knowledge and experience in sales and marketing, managing a sales pipeline and overseeing a sales team;
- Experience presenting and producing radio, television and/or digital media content;
- An understanding of the community broadcasting sector and/or the broader youth, media or arts sectors.

NOTE: *Candidates are not necessarily expected to fulfil every selection criteria and enthusiastic candidates with a strong work ethic who are eager to learn are strongly encouraged to apply*

5. APPLICATION PROCESS

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 Tuesday the 30th of April. Applicants will be contacted with one week of the application deadline and interviews will be held on the 3rd of May, or at another time to be arranged.