



SYN

SYN Media Position description

POSITION TITLE	Social Enterprise 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 - \$60,000 plus statutory superannuation
DIRECT REPORTS	SYN Media Learning Coordinator, Educational Programs Trainers and Producers		
WORK LOCATION	SYN HQ, RMIT Building 12, Level 3, Room 97 420 Swanston St, Melbourne 3000 and remotely from home as needed		
CLOSING DATE	11:59pm on Sunday the 25 th of July 2021		
NOTE	SYN are interested in candidates that have space to grow and develop in the role. We encourage applicants to apply who may not fit all the Selection Criteria but are passionate about social impact through business strategy.		
CHILD SAFE POLICY	SYN is committed to child safety. We have zero tolerance of 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.		
APPLICATION DETAILS	Email in a single PDF document to SYN's General Manager, Evrim Şen, at gm@syn.org.au , with the subject line "Social Enterprise Application July 2021".		

1. ABOUT SYN

SYN is a media organisation, run by a community of young people. We provide platforms and opportunities for young Australians to broadcast their views on issues and ideas that matter to them. Our aspiration is to empower young people through media making. We inform and empower young people by providing facilities, mentorship, support and training that allows them to gain access to various broadcasting opportunities and practical industry experience in all facets of the media, as detailed in the organisation's [2020-2021 Strategic Plan](#). SYN's staff support and develop the strength of our volunteer base who are the creators and owners of all content across our various platforms. All volunteers are under the age of 26. SYN's current operations include:

SYN Radio (90.7 FM and DAB+ digital)

SYN operates a full-time community broadcasting license and can be heard throughout Melbourne, Geelong and in parts of regional Victoria on FM and DAB+. Our broadcast additionally streams live from our website. SYN's radio content is as diverse as its volunteers and rotates its grid five times a year. SYN's Radio Department is run entirely by young volunteers. Content is by young people for young people. SYN's radio audience is approximately 70,000 listeners a week.

SYN Podcasts

SYN currently runs a yearly podcast incubator program, providing mentoring and training to young podcast producers to launch original ideas. All year round SYN provides the space, facilities, and platform for free for our volunteers to create, record and distribute original audio content online through all podcast search engines. SYN's content creators also redistribute many of their live radio programming as on demand podcasts.

SYN TV and Screen

SYN's TV and Screen Department is entirely run by young volunteers and currently produces a fortnightly community television program, with accompanying online video content on Instagram and YouTube. Up to 15,600 people watch SYN's award winning flagship TV production, *1700*, that broadcasts on Channel 31 across Melbourne and Geelong.

SYN Online

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

2. ABOUT SYN's SOCIAL ENTERPRISE ACTIVITIES

SYN Media Learning & SYN Production Services

[SYN Media Learning](#) (SML) provides media education experiences for young people and those who work with young people. Media Learning is SYN's largest social enterprise, offering fee for service media training to young people in Melbourne through hands-on and remote radio and new media workshops. SYN works with more than 100 secondary schools and other groups to offer training through innovative peer-to-peer programs to approximately 4,000 young people per year. We also provide [tailored educational program experiences](#), with various corporate organisations.

SYN Production Services is SYN's new social enterprise arm, producing primarily audio production for external clients and community groups, including pre and postproduction for podcasts, studio recordings, editing and on-site recordings. Our Production Service arm is still growing and will be a key focus of business development across the next year. All our social enterprise activities are delivered by SYN's young Educational Programs Trainers & Producers.

3. JOB SPECIFICATION

PRIMARY FOCUS

The Social Enterprise Manager oversees and drives the strategy and operations of both of SYN's enterprise projects, SYN Media Learning and SYN Production Services. Alongside being the direct report for our SYN Media Learning Coordinator and casual Educational Programs Trainers & Producers.

SYN Media Learning is SYN's primary Social Enterprise and has been providing media skills and experiences to young Australians for over 14 years across radio, television, and digital media platforms. SYN Production Services is an enterprise which employs young people as producers, editors, and hosts in audio production, procuring work from government, corporates and NFP's.

As revenue drivers 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 our programs seek to be exemplars of community and peer-to-peer based learning and training where students and young people develop skills in media creation, digital literacy, and personal expression.

SYN Production Services has been growing steadily, and we are at the stage to really focus on business modelling and re-launching this arm to a wider market. Increasing employment opportunities overall for young producers. A core KPI for the Social Enterprise Manager is the achievement of the SYN Media Learning Sales Targets, in particular the overall income target, for each month.

KEY RESPONSIBILITIES

- Market, manage and drive SYN's social enterprise activities, including writing and delivering 12-month business plans in conjunction with the General Manager;
- Work with external business consultants to re-develop SYN's enterprise model for Production Services;
- Setting and achieving sales targets alongside the General Manager and reporting progress to the SYN Board on a monthly basis;
- Management of SYN's Social Enterprise staff, including their recruitment, supervision and professional development;
- Manage key partnerships and relationships including government, schools, community partners and grant funding bodies;
- Work with external customers to develop tailored projects, writing and providing quotes;
- Assist the General Manager with writing and collecting data for relevant grant funding opportunities for business growth and development;
- Represent SYN at conferences and other public events;
- Manage the day to day procedures of SYN's social enterprises, including constant improvement to business processes and regular product development cycles;
- Work with SYN's Operations Manager to implement a Salesforce CRM for SML's sales' pipeline.

RESPONSIBILITIES shared with all SYN staff

- Adhere to SYN's values of Opportunity, Independence, Innovation, Inclusion and Participation;
- 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 empowering the voices of young people from diverse backgrounds and find fulfilment in driving business strategy to achieve social impact. You are a clear communicator with the ability to manage important relationships with customers. You are a strategic thinker, like asking questions, are motivated by targets and love looking at problems in new ways.

KEY SELECTION CRITERIA

Skills, Knowledge, Qualities, Experience

Required*:

1. **Proven ability to drive profit within a social enterprise and reach targets;**
2. **Prior experience in developing and delivering training programs for young people in either secondary, tertiary and/or community environments;**
3. **Diverse management experience, including human resources, budgeting and business planning;**
4. **Excellent oral and written communication skills;**
5. **High-level interpersonal skills with a focus on customer service and developing new client relationships;**
6. **Self-motivation and the ability to work independently to solve problems;**
7. Commitment to SYN's values and a passion for young people, youth issues participation and youth voice;
8. A working with children check or ability to attain one.

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.
- Experience using Salesforce and/or Microsoft Teams.

*Applicants who fill most, but not all, of the essential selection criteria are still encouraged to apply. SYN favours applicants who show capacity for growth and development within the role. If you are unsure if your skills and experience are applicable, please contact SYN's General Manager, Evrim Şen, at gm@syn.org.au.

5. APPLICATION PROCESS

To apply, please provide the following information:

- A maximum one-page cover letter, detailing **why you are interested in the position.**
- A maximum two-page CV;
- Written responses to the minimum first six bolded key selection criteria, describing your relevant skills and experience, with no more than 200 words for each answer.

SYN is an Equal Opportunity Employer. People with disabilities, people from culturally and/or linguistically diverse backgrounds and Aboriginal and Torres Strait Islander people are encouraged to apply for this position.

Email all applications in a single PDF document to SYN's General Manager, Evrim Şen, at gm@syn.org.au, with the subject line "Social Enterprise Manager Application July 2021".

Applications close at 11:59pm on Sunday the 25th of July 2021. Late applications will not be accepted.

All applicants will be contacted within one week of the application deadline and candidates who progress to the next round will be invited to a job interview.

For more information on this position, email Evrim at gm@syn.org.au or call 03 9639 2862.