

# COLLINGWOOD YARDS

## Communications Producer

**FTE:** 0.8 (Negotiable)

**Salary range:** \$70,000 - \$75,000 (pro-rata)

Located at Collingwood Yards in Melbourne, with some flexibility regarding working from home.

Flexibility regarding working hours may occasionally be requested.

### About this opportunity

This is an exciting role that requires curiosity, innovation and advocacy. This role forms a core part of the Collingwood Yards team, with the ability to impact strategic decisions and initiatives in the next stage of growth for the organisation.

Candidates with diverse lived experiences are encouraged to apply. If you meet some but not all of the below criteria, we warmly encourage you to reach out to us to discuss your application.

The Communications Producer is responsible for:

1. Creating and coordinating regular communications to the tenant and wider community including social media channels.
2. Supporting development and engagement initiatives to drive fundraising and visitation.
3. Developing and implementing the communications strategy.
4. Preparing regular reports for the team, Board and stakeholders.

### You will be expected to:

- Proactively create and coordinate written, photographic and video content for newsletters, social media and websites, write articles and blog posts in collaboration with tenants and the Collingwood Yards team.
- Maintain our website, communications platform and our systems to ensure they are secure, up to date and fully functioning.
- Coordinate communications for donor-based fundraising.
- Measure and evaluate marketing performance across channels.
- Maintain an active understanding of the complete range of Collingwood Yards tenants and activities, through personal participation, and efficient coordination with CAP team and tenants. This may require occasional attendance at events outside of office hours.
- Ensure inclusiveness of communication practices and marketing campaigns.
- Drive and implement innovative, relevant marketing, digital content and social media strategies.
- Input into CAP co-ordinated events and provide event management support.

### What a typical day might involve:

- Meeting with partners who are planning to program the space as a venue to discuss promotion strategies.
- Liaising with tenants and drafting a monthly newsletter to be sent to our public audiences.
- Preparing a pitch document for a potential partner.
- Working with photographers, designers and illustrators to create a publication for our partners.

### Who you are (essential criteria)

- Sound interpersonal skills and experience working within a small team.
- High level interpersonal, verbal and written communication skills.
- Sound judgement, discretion and confidentiality.

- Proficiency in using design and publishing software, experience with CRMs or databases.
- Strong social media content creation and publishing skills.
- Demonstrated project and event coordination and time management skills.
- Ability to produce quality presentations, pitches and reports.
- Skill in managing competing demands and working to budget and deadline.

**Who you might be (desired criteria)**

- Skills in photography or videography.
- Experience in developing or executing PR campaigns or destination marketing campaigns.
- Experience working within, and an in-depth knowledge and understanding of the arts and events or not-for-profit sectors.
- Intermediate level knowledge of Google Analytics, social media platform analytics and SEO.

**Who we are**

Collingwood Yards is a creative arts precinct run by Contemporary Arts Precincts (CAP), a not for profit social enterprise. The community at Collingwood Yards includes organisations and artists, staff, volunteers and community members and community organisations. The precinct is an open place and visitor destination, attracting significant interest nationally and internationally.

**What we offer**

- A job where your work will contribute to meaningful social change and impact upon people from all walks of life.
- A lively and engaging work environment, where you come into daily contact with creative people and their communities.
- A culturally safe workplace where difference is celebrated.
- A culture of collaboration and teamwork.

**How to apply**

- To apply for this role, please fill out the form at this link: <https://airtable.com/shrQ4hP4vYTdjBXTV>. This will ask you some short questions and make space for you to attach a cover letter and CV and to supply contact details for your referees.

Please contact [julia@collingwoodyards.org](mailto:julia@collingwoodyards.org) if you'd like to discuss the role further.

**Recruitment timeline**

Application open	18 July
Applications close	14 August
Interview	17 August - 19 August
Start	5 September – 22 September