

# StoryFACTORY

176 Redfern Street, Redfern NSW 2016. <http://www.storyfactory.org.au/>. Contact: jane.han@storyfactory.org.au

## POSITION DESCRIPTION

<b>Position Title:</b>	Communications Manager
<b>Reports to:</b>	Executive Director
<b>Salary &amp; Conditions:</b>	22 hours per week, as a three-day block or spread over four or five days. \$45,000 pa plus 9.25% superannuation. Fringe benefit may be applicable.

### **About the Story Factory:**

We're a not-for-profit that runs creative writing and storytelling workshops for marginalised young people aged 7 to 17. Supported by our community of expert storytellers and volunteer tutors, young people are empowered to create stories of all kinds, which we publish and celebrate. Young people develop the skills and confidence to find their voice and shape the future.

### **Working with the Story Factory:**

The Story Factory opened in Redfern in July 2012 and since then we have grown significantly. We now have 18 staff; 1,050 volunteer tutors; and we recently opened a second creative writing centre in Parramatta. We offer flexible working conditions and opportunities for professional development.

### **About the role:**

The Communications manager is a new role designed to enhance the Story Factory's communications and branding at a critical stage in our growth. The Communications Manager will create and execute our media strategy across social and traditional media platforms, developing engaging content for everything from Facebook to flyers for volunteers. S/he will be tasked with managing campaigns for specific fundraising events; writing our annual report and other collateral; sending regular newsletters to supporters, volunteers, and teachers; and developing and implementing a strategy to market our Teacher Professional Learning programs.

The role is three days per week but working hours are flexible and can be spread over four to five days. Working from home is sometimes possible.

### **Key Position Priorities and Duties:**

- Developing and implementing a marketing strategy (digital and non-digital) for the organisation overall, and for major events/campaigns as they happen throughout the year

- Creating and posting engaging content across all media platforms, from our website to Twitter, Facebook and Instagram
- Creating and implementing a marketing strategy for our Teacher Professional Learning Program
- Managing the final stages of the roll-out of our rebrand to Story Factory
- Managing and constantly refreshing content on our website
- Scheduling and managing updates to donors and supporters, including through supporter newsletters and quarterly updates to our regular givers
- Production of fundraising collateral - student focus pieces, stories, interviews etc
- Participating in staff development and training activities as required
- Like all staff at the SSF, welcoming the public and the local community into our centre, explaining what we do, and forging links into the community

**Selection Criteria:**

*Candidates are asked to reply to each of the following criteria outlining their relevant experience*

**Essential**

1. Excellent communication skills and a strong understanding of marketing principles
2. A self-starter happy to be in charge of all aspects of our organisation's marketing, from strategy to execution
3. Attention to detail and accuracy
4. A passion for writing and for improving the lives of marginalised young people
5. A welcoming attitude to the local community and to people of all backgrounds

**HOW TO APPLY**

**Written applications must include a covering letter that addresses the selection criteria, your resume and two referees you are happy for us to contact.**

**Forward applications to:** Jane Han, <mailto:jane.han@storyfactory.org.au>

**Closing Date for Applications:** Our intention is to appoint someone to the position as soon as possible. Applications will be assessed as they come in.

**OUR COMMITMENT TO DIVERSITY**

At Sydney Story Factory, we embrace differences in gender, age, ethnicity, race, cultural background, disability, religion and sexual orientation. We know that diversity and inclusion helps us to attract, recruit, engage and retain a team of talented people.

We strongly encourage people from Aboriginal and Torres Strait Islander and culturally diverse backgrounds to apply. Residents of Greater Western Sydney are particularly encouraged to apply. If you require specific support to apply for this position, please advise us by contacting Jane on [jane.han@sydneystoryfactory.org.au](mailto:jane.han@sydneystoryfactory.org.au). We will work with you to identify the best way to assist you.

The successful applicant must undertake a Police Check and Working with Children Check prior to commencement. The role reports to the Executive Director, and has a six month probation period. Start date to be negotiated with the Executive Director.