



*Senior Manager,  
Communications &  
Publishing*

## WHO WE ARE

**Founded in 2012, Story Factory is a not-for-profit creative writing centre for young people aged 7-17, from under-resourced communities.**

At Story Factory, we know that stories have the power to change lives. Research shows that quality arts-based learning significantly improves social and emotional wellbeing.

Our storytelling workshops have been designed by creative writing and literacy experts to build literacy, confidence and creativity: essential skills young people need to shape their future.

The workshops are facilitated by our storytelling team, and supported by volunteer tutors.

We only work with young people from communities that are under-resourced.

## WE WILL PROVIDE

- \* Salary package of \$90,000 plus superannuation
- \* Fringe benefit salary sacrifice options
- \* 4 weeks annual leave each year
- \* Cultural and ceremonial leave for Aboriginal and Torres Strait Islander staff

## WHO YOU ARE

The key tasks of the Senior Manager, Communications & Publishing are to create and execute Story Factory's communications strategy across key parts of our organisation, and oversee the design and creation of all Story Factory publications.

The Senior Manager, Communications & Publishing is tasked with building our brand, promoting the work we do to existing audiences, building new audiences, and providing ways for people to engage deeply with what we do.

They also lead our strategic goal of amplifying the voices of young people.

The successful applicant will be someone who has:

- \*Excellent writing skills and a strong understanding of marketing principles;
- \*At least 5 years' experience in a busy communications role;
- \*A self-starter happy to be in charge of all aspects of our organisation's communications, from strategy to execution;
- \*A passion for writing and for improving the lives of young people from under-resourced communities.

## APPLICATION CLOSING DATE

Friday March 24, 2023, 5pm



## OUR WORKPLACE CULTURE

We work in a space that strives to be culturally safe, supportive, fun and driven. We are always looking for colleagues who:

- \* are willing to develop cross cultural competencies;
- \* are keen to both collaborate with others and innovate on their own;
- \* have a reflective practice about their work, and are open to feedback and finding improvements in both their own and organisational processes;
- \* love working with young people and are always willing to centre their voices;
- \* can communicate clearly, respectfully and patiently;
- \* can be flexible and adapt to an always-changing environment;
- \* are keen to both collaborate with others and work on their own.



### **MUST HAVE, OR BE WILLING TO OBTAIN**

- \* An employee Working with Children check
- \* A National Police Check





## HOW TO APPLY

**Step 1:** Complete the cover form on pages 5-6. This gives us all the information we need to reach you, and tells us why you would like the job.

For a storytelling organisation like us, this is an important part of the application, so take your time with it.

**Step 2:** Respond to the selection criteria. This is also very important, so make sure you provide an example for every question.

If you don't have experience with something, you can write about another similar experience, or about how the skills or knowledge you have would allow you to meet that criteria.

**Step 3:** Attach your CV (resume). This gives us an idea of what you've been involved with in the past, and a sense of some of your other achievements that might not have fit in the other sections of the application.

**Step 4:** Email your application to [jobs@storyfactory.org.au](mailto:jobs@storyfactory.org.au)



## FAQS

### ***Will I get an interview?***

In the event of receiving a large number of applications we may not be able to interview everyone. Please ensure you complete all of the steps in the application form to strengthen your application and have a stronger chance of getting an interview. Applications close on **Friday 24th March 2023**. Late submissions can be received, please give us a call if this is the case.

### ***How long will I wait to hear whether I have an interview or not?***

We always respond to every applicant, whether you have been successful in getting an interview or not. If you have not had a response in two weeks, you can email [jobs@storyfactory.org.au](mailto:jobs@storyfactory.org.au) to check that we definitely received your application.

### ***Can I submit without references, or submit them later?***

Yes, you can provide two referees once you have progressed to that stage of the application process. We will also not phone any referees without your permission.

### ***I've decided I no longer want to apply, what should I do?***

Email [jobs@storyfactory.org.au](mailto:jobs@storyfactory.org.au) and we will take you off the application list.

### ***If I don't have the experience you're looking for, should I still apply?***

We are ideally looking for someone with at least 5 years' experience in comms, but may recognise other commensurate experience.

### ***Can you keep my application on file for future positions?***

As a small non-profit we don't have the infrastructure to retain applications, however you are always welcome to apply again for future roles.

### ***What other roles do you have coming up?***

Whenever we have a role on offer, we announce this on our website.

**[storyfactory.org.au/work-with-us](https://storyfactory.org.au/work-with-us)**



“ THE BEST THING ABOUT STORY FACTORY IS THAT WE ALL WORK TOGETHER TO ENSURE THE BEST OUTCOMES FOR OUR KIDS. EVERYONE'S PASSION IS GENUINE. IT'S A JOY TO WORK WITH SUCH A DEDICATED, TALENTED TEAM. ”

**Cath Keenan,  
Executive Director**



## APPLICANT COVER FORM



Position: Senior Manager, Communications & Publishing

First Name:

Last Name:

Address:

Telephone:

Mobile:

Email:

### REFEREES

Please provide details of two people who can speak on your behalf regarding your work history. *Work references only. Please include your current supervisor/manager. We will not contact referees until the final stage, and will let you know in advance.*

NAME:

TELEPHONE:

POSITION/RELATIONSHIP + COMPANY/ORG:

NAME:

TELEPHONE:

POSITION/RELATIONSHIP + COMPANY/ORG:

**When will you be available to commence?**

**How did you find out about this position?**

☐

Facebook

☐

EthicalJobs

☐

Story Factory website

☐

Twitter

☐

ArtsHub

☐

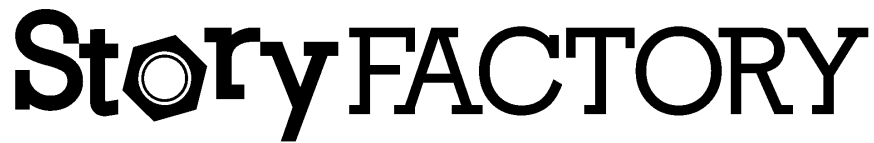
Other

## WRITE A COVER LETTER SHARING YOUR STORY.

Tell us about yourself and also;

why you want to work with Story Factory.

*You are also welcome to attach a word doc in place of this page.*



176 Redfern Street, Redfern and 90 George Street, Parramatta. [www.storyfactory.org.au](http://www.storyfactory.org.au). Contact: [info@storyfactory.org.au](mailto:info@storyfactory.org.au)

#### POSITION DESCRIPTION

<b>Position Title:</b>	Senior Manager, Communications and Publishing
<b>Reports to:</b>	Executive Director
<b>Salary &amp; Conditions:</b>	<p>\$90,000 pa plus superannuation. Fringe benefit may be applicable. The role is full time.</p> <p>The role is initially for 15 months, from May 2023, but may be extended.</p>

#### About the Story Factory:

At Story Factory, we believe that stories can change lives. We focus on enriching the lives of young people in under-resourced communities through quality creative writing programs, improving their writing skills, increasing their confidence and expanding their future prospects.

Story Factory runs a wide variety of fun and engaging creative writing programs at primary and high schools across Sydney and Western Sydney, and at our centres in Redfern and Parramatta. Since opening in 2012, our achievements include:

- 40,000+ student enrolments, with more than 8,000 enrolments in 2022;
- 18% of student are Indigenous and 44% are from culturally and linguistically diverse backgrounds;
- Recognition of our work with multiple awards, including a Secretary's Award for Excellence in the 2018 Public Education Foundation Awards, and Executive Director and Co-founder Catherine Keenan AM being named the 2016 Australian of the Year Local Hero.

#### The role

The primary task of the Senior Manager, Communications and Publishing is to create and execute our communications strategy across key parts of our organisation, and oversee the design and creation of all Story Factory publications.

The Senior Manager, Communications and Publishing is tasked with building our brand, promoting the work we do to existing audiences, building new audiences, and providing ways for people to engage deeply with what we do.

The Senior Manager, Communications and Publishing also leads our strategic goal of amplifying the voices of young people, and works to find ways to grow and engage audiences for our students' writing.

The ideal candidate will have a passion for writing, and for improving outcomes for young people in under-resourced communities. They will be an exceptional writer and communicator, with excellent people skills and fine attention to detail. They will ideally have at least five years' experience in a communications role, and experience overseeing and executing publishing projects or other creative projects. As the person leading communications with all external stakeholders, they will be involved in senior management discussions and have input into strategic priorities across the organisation. The ability to juggle many competing tasks, and communicate respectfully and appropriately with people from a variety of backgrounds, is essential.

The Senior Manager, Communications and Publishing will work across our Redfern and Parramatta centres and can be based at either. They will have one direct report: the Publishing Manager.

Story Factory is a Child Safe Organisation. Like all staff at Story Factory, the Senior Manager, Communications and Publishing must adhere to our Code of Conduct at all times, and be a role model in all matters of child safety.

**Key Position Priorities and Duties:**

**Selection Criteria:**

- Developing and implementing a communications strategy (digital and non-digital) for the organisation overall, and for major events/campaigns as they happen throughout the year;
- Promoting our work to existing audiences, building new audiences, and growing engagement with what we do;
- Providing communication and marketing support to all Story Factory departments, including working with various teams on our volunteer recruitment strategy, school engagement strategy, digital programs strategy etc;
- Working with the Development Manager in scheduling and managing updates to supporters, including through supporter newsletters and quarterly updates to our regular givers;
- In collaboration with the Development Manager, copywriting for fundraising campaigns to be run in digital and non-digital formats;
- Production of collateral including the annual report, flyers, student focus pieces, stories, interviews etc;
- Overseeing the creation of all Story Factory publications (e.g. books, short films etc) and directing their design, in collaboration with Storytellers and the Operations Manager;
- Overseeing and managing the work of the Publishing Manager, ensuring there is coordination with the Storytelling team and timely publication of student work, and that clear publication processes are followed;
- Together with the Publishing Manager, increasing the number of people reading student writing, increasing the number of outlets stocking our publications, and growing the number of books we sell;



- Working with our Aboriginal Engagement Manager to ensure all our communications are respectful and culturally appropriate, particularly communications involving Aboriginal and/or Torres Strait young people and communities;
- Overseeing the creation and posting of engaging content across all media platforms, from our website to Twitter, Facebook and Instagram;
- Managing subscriber databases in Campaign Monitor and Salesforce and ensuring the databases remain linked and up to date at all times;
- Design, management and updating of the SF website;
- Looking for publicity opportunities for SF generally, and for specific programs, and liaising with media to find ways to showcase our work effectively;
- Working with the Operations Manager to plan and execute launch events for big projects and other key publications;
- Providing production support for the creation of video content alongside external videographers, writing project and design briefs and overseeing the production of creative work;
- Reviewing internal communications and suggesting and implementing best practices/policies in relation to permissions and other areas.

#### **Essential**

1. Excellent writing skills and a strong understanding of marketing principles;
2. At least 5 years' experience in a busy communications role;
3. A self-starter happy to be in charge of all aspects of our organisation's communications, from strategy to execution;
4. Excellent attention to detail and accuracy;
5. Fantastic people and communication skills;
6. Management experience, ideally with direct reports and freelancers;
7. A passion for writing and for improving the lives of young people from under-resourced communities.

#### **Desirable**

1. Familiarity with Campaign Monitor, Salesforce, Wordpress and Google apps;
2. Demonstrated experience creating high quality collateral;
3. Experience creating and executing an effective and engaging social media strategy;
4. Experience planning and delivering events, and managing limited budgets.

#### **HOW TO APPLY**

Please apply by writing a letter addressing the selection criteria and sending it to [jobs@storyfactory.org.au](mailto:jobs@storyfactory.org.au) by Friday 24th March

#### **OUR COMMITMENT TO DIVERSITY**

At 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 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 the recruiting manager whose contact details are listed in the advertisement. We will work with you to identify the best way to assist you.