

# Position Description



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<b>Position title</b>	Communications Coordinator	<b>Location</b>	Sydney or Melbourne
<b>Department</b>	Engagement	<b>Work type</b>	0.8FTE
<b>Reports to</b>	Director of Engagement	<b>Term</b>	On-going

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## POSITION OBJECTIVE

This hands-on role is responsible for storytelling for and about the AYO community, focusing on participants, alumni, donors and concert attendees. This role helps AYO achieve our communications, fundraising and brand objectives by inspiring our participants, alumni and supporters, connecting them to our organisation and demonstrating the impact of their support. The Communications Coordinator is responsible for seeking out and generating stories, planning newsletter and email content, and contributing to the production of online and print publications through quality copywriting and proofreading.

## DUTIES AND RESPONSIBILITIES

### Content creation and coordination

- With the Director of Engagement, develop and deliver strategies that maintain our current audience, grow our engagement and build our digital community for all programs including training programs, philanthropic programs and Music in Me.
- Write copy for print and digital publications, including news articles, media releases, profiles, letters, emails and promotional copy
- Assist with editing and proofreading content supplied by other stakeholders
- Proactively seek out and craft a bank of valuable and engaging stories, and repurpose them for distribution in a meaningful and impactful way
- Work with internal and external stakeholders to research and develop written content for publications, concert programmes, publicity, newsletters, web and reports
- Lead the planning and development of content for AYO's monthly newsletter
- Build and maintain strong collaborative internal and external relationships with all AYO teams and the AYO community, to generate story ideas, research and produce content
- Brief and commission content from internal and external contributors when required
- Ensure content across all channels is professional, accurate and is appropriate for the target audience
- Keep abreast of the trends and changes across the communications landscape

### Marketing and communications

- Assist with managing the internal sign-off process across the organisation for all marketing and communications material
- With the Marketing Coordinator, maintain AYO's websites, ensuring content is current, accurate and appropriate for the channel and audience
- Manage AYO's quote bank

- Contribute to the ongoing development and improvement of AYO's database
- Maintain reporting requirements for internal and external stakeholders as required

#### Programs and events

- Attend AYO programs to capture stories and provide on-site support as required
- Be a key member of the front-of-house team at AYO concerts

#### Values

- Actively support AYO's purpose, values and strategic vision
- Operate in accordance with AYO's policies, procedure and practices
- Positively and constructively represent AYO to external stakeholders
- Behave in a way that contributes to a workplace that is free of discrimination and harassment and ensures the health, safety and welfare of yourself, co-workers and others

#### KEY RELATIONSHIPS

##### AYO staff

Reports to: Director of Engagement

Works closely with: Marketing Manager  
Content Coordinator  
Artistic Coordinator  
Philanthropy Manager  
Music in Me team

Other stakeholders: AYO musicians and alumni  
AYO donors, sponsors and concert attendees  
Venue staff and event suppliers  
Media and external publicists

This position description describes the broad scope of the role; it is not an exhaustive list of duties. It may change from time to time with due consultation to meet the changing needs of the organisation.

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## SELECTION CRITERIA

### Essential

- Exceptional researching, writing and editing skills with strong attention to detail and ability to write effectively for different audiences and channels
- Demonstrated ability to create multiple forms of content for social media, web and email
- Commitment to keeping up-to-date with the latest trends and best practices for communication
- Basic skills working with Adobe Creative Suite/Cloud
- Proven stakeholder management skills and the ability to build constructive and effective relationships with internal and external stakeholders
- Demonstrated project management skills, with a proven ability to forward plan, solve problems and meet deadlines
- Knowledge of classical music

### Desirable

- Knowledge of the market in which AYO operates
- Experience working in and/or an understanding of working in the not-for-profit sector and/or arts industry

## SPECIAL REQUIREMENTS

- Availability to work outside of regular office hours, including travel to attend AYO programs, staff days and provide front-of-house support at concerts
- Adhere to AYO's Code of Conduct, policies and procedures
- Willingness to undertake a national crime check and working with children check

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## EOI FOR THE POSITION

To submit your application for this position, please forward:

- a current resume
- a response, no longer than two pages, to the above selection criteria, which demonstrates how your experience and knowledge applies to the position

Please submit your application to [johannamulholland@ayo.com.au](mailto:johannamulholland@ayo.com.au) no later than Tuesday 23 July 9am.

If you would like to discuss the position further, please contact Johanna Mulholland, Director of Engagement, on (02) 9356 1404.