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## COMMUNICATIONS CONTENT PRODUCER

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### Company Profile

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#### Our Purpose

Every generation deserves remarkable storytelling to help understand their times.

#### Our Mission

To create excellence in all forms of theatrical storytelling – including existing and new Australian stories, international hits and classics – with imagination and passion in order to entertain, challenge, inspire and grow audiences.

#### Our Vision

To be the best theatre company in Australia at telling stories relevant to audiences in the 21st Century, and so lead the national cultural conversation.

#### About MTC

Melbourne Theatre Company is one of Australia's flagship performing arts companies and has been enriching lives through the storytelling power of the finest theatre imaginable for over 60 years. Under the leadership of Artistic Director Brett Sheehy AO and Executive Director Virginia Lovett, MTC produces classic and contemporary Australian and international theatre.

MTC produces an annual subscription season of up to twelve productions plus an extensive Education Program; a Women in Theatre Program; a multicultural artists program (MTC Connect); a family theatre program; regional, national and international tours; and regularly collaborates with companies and artists from the independent and small-to-medium sector through NEXT STAGE and other initiatives.

MTC employs over 500 artists and industry professionals each year (with approximately 100 ongoing staff), producing over 600 performances a season. It has a subscriber base of almost 18,000 people, with more than 200,000 attendances to its productions annually. MTC is a semi-autonomous department of the University of Melbourne.

Southbank Theatre is located in the heart of Melbourne's Southbank Arts Precinct. Each year around half of the mainstage season is performed in the 560-seat Sumner, with smaller-scale works and other activities in the 150-seat Lawler. The balance of the mainstage season is staged at nearby Arts Centre Melbourne's 882-seat Playhouse and 376-seat Fairfax Studio, with the four theatres enabling MTC to present works of a wide variety and scale.

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### Purpose of the Position

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The Communications Content Producer is a key member of the Marketing and Communications Department and is responsible for producing, commissioning and coordinating a broad range of engaging and innovative communication material for print and digital channels.

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## Key Relationships

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Reporting to the PR and Communications Manager, the Communications Content Producer is a highly collaborative member of the Marketing and Communications Department, working on a daily basis with the Digital Manager, marketing campaign lead and graphic designers. Other key internal relationships include the development team, artistic representatives, casts and creatives.

### Marketing and Communications Department

Marketing and Communications Director

PR & Communications Manager

Publicist

Communications Content Producer

Communications Coordinator

Contributing Writer

Receptionist

Digital Manager

Marketing Manager

Marketing Campaign Manager

Marketing Executive

Lead Graphic Designer / Art Director, Marketing

Graphic Designer x2

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## Duties & Responsibilities

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Duties and responsibilities include, but are not limited to:

- Generate creative, high-quality content in line with MTC's content strategy in order to drive revenue and audience engagement to strengthen MTC's strong brand reputation
- Research, produce, commission and coordinate content for a variety of MTC publications including the company's blog, *Backstage*
- Manage the end-to-end process of producing key MTC print publications including show programmes and the Company's subscriber magazine
- Identify and realise editorial opportunities that are aligned with and support MTC's strategic objectives
- Collaborate with the Digital Manager and PR and Communications Manager to build online engagement via diverse, accessible and appealing content that extends from our productions, artists and company priorities
- Ensure all content meets MTC editorial standards, is consistent in terms of style, quality and tone of voice and compliant with branding and billing requirements
- Keep abreast of digital trends, publications and media in order to create shareable content that will succeed in a changing digital media landscape
- Devise and implement an annual content production schedule and keep to deadline and budget in a fast paced workplace

- Manage annual content budget and generate reports for executive management as required
- Organise and maintain MTC's archive of video, photography and audio files

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## Skills & Attributes

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### Essential

- Degree in Journalism, Communications or similar discipline; or relevant professional experience
- 2-3 years professional experience in creating a wide range of content, (e.g. long form interviews, web content, video content, audio/podcasts) for a wide range of platforms and audiences
- Strong research, writing and editorial skills across a range of mediums
- Demonstrated experience identifying story opportunities, commissioning work, conducting interviews and adhering to style guides
- Proven experience in managing multiple simultaneous projects, prioritising and organising resources, working within budgets and to deadlines in a quick-turnaround, fast-paced working environment
- Excellent communication, interpersonal and relationship management skills including a proven ability to take direction and work collaboratively within a team
- Demonstrated knowledge of theatre and/or the cultural industries, marketing and communications principles and digital media trends

### Desirable

- Skilled in Adobe Creative Suite
- An understanding of online user behaviours and the influence they have on how content is presented and distributed via those platforms
- Video and audio production and editing skills

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## Environmental Health & Safety

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All MTC staff are responsible for the following safe work procedures and instructions:

- All employees are to comply with the EHS manual
- Adopt work practices that support EHS programs
- Take reasonable care for the safety of one's own health and safety and that of other people who may be affected by their conduct in the workplace
- Seek guidance for all new or modified work procedures to ensure that any hazardous conditions, near misses and injuries are reported immediately to supervisor
- Must not wilfully place at risk the health or safety of any person in the workplace
- Participate in meetings, training and other environment, health and safety activities
- Must not wilfully or recklessly interfere with or misuse anything provided in the interest of environment health and safety or welfare
- Wear personal protective equipment as provided
- Use equipment in compliance with relevant guidelines, without wilful interference or misuse

- Must cooperate with MTC management in relation to actions taken by MTC to comply with Occupational Health and Safety and Environmental legislation

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### Conditions

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MTC is an equal opportunity, smoke-free, family friendly employer and a dog-friendly workplace.

The position is offered on a full-time and ongoing basis.

Ordinary hours of work are 37.5 per week, Monday to Friday. Additional hours, where worked, are treated as time in lieu.

Conditions include annual leave loading, 10% superannuation, an in-house subsidised canteen and complimentary theatre tickets.

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### Access and Inclusion

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MTC is an Equal Opportunity Employer committed to providing a safe working environment. We embrace and value diversity and inclusion in the workplace. Diversity includes all the ways in which employees differ, and the valuable contribution that all of these differences bring to the Company.

MTC encourages applications from Aboriginal and Torres Strait Islander people, people with diverse cultural backgrounds and people with disabilities. It is our policy to consider reasonable adjustments for qualified applicants with disabilities.

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VERSION			
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