

EDITORIAL CONTENT PRODUCER

Company Vision, Mission and Values

Our Vision

To be the leading theatre company in Australia, reflecting the changing world around us and enriching lives in a way only great theatre can.

Our Mission

To create exceptional theatre, relevant to our times, for the broadest possible audience.

Our Values

Excellence: In every aspect of our producing theatre and our operations we are as good as it gets.

Relevance: We are relevant to the lives of audiences and artists in this 21st Century.

Innovation: We innovate in theatrical practice and all our operational endeavours, recognising that innovation requires risk and sometimes failure.

Growth: We expand our audience reach by presenting great theatre to as much of humanity as possible.

Sustainability: We plan and execute strategies which expand and extend our revenue streams to ensure our survival and growth into the future.

Diversity: We honour and reflect the diversity of our society through the stories we tell, and the artists who tell them, to ensure MTC is one of the principal storytellers for all Australians.

Purpose of the Position

The Editorial Content Producer is a key member of the Marketing and Communications Department and is responsible for writing, producing, commissioning and coordinating a broad range of engaging and innovative editorial and multimedia content for print and digital channels.

Key Relationships

Reporting to the Senior Manager, Communications and External Relations, the Editorial Content Producer is a highly collaborative member of the Marketing and Communications Department, working on a daily basis with all members of the team. Other key internal relationships include the development and education departments, artistic representatives, casts and creatives.

Marketing and Communications Department

Director of Marketing and Communications

Marketing

Marketing Manager

Marketing Campaign Managers x 2

Digital

Digital Engagement Manager

Digital Coordinator

Design

Lead Graphic Designer / Art Director

Graphic Designer

Communications

Senior Manager, Communications and External Relations

Publicist

Editorial Content Producer

Duties & Responsibilities

Duties and responsibilities include, but are not limited to:

- Generate creative, high-quality editorial content in line with MTC's content strategy in order to drive revenue and audience engagement to strengthen MTC's brand reach and reputation
- Research, write, produce, commission and coordinate editorial content for a variety of MTC publications including the editorial sections of MTC's website
- Manage the end-to-end process of producing key MTC publications, including at least 11 show programmes a year
- Identify and realise editorial opportunities across all departments that are aligned with and support MTC's strategic objectives
- Lead weekly editorial meetings, collaborating with Marketing Campaign Managers, Publicist and other key roles to ensure there is an integrated, complementary approach to marketing & communication activities
- Collaborate with the Digital Engagement Manager and Senior Manager, Communications and External Relations 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 editorial 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

Skills & Attributes

The key requirements for this role are:

- Degree in journalism, communications or similar discipline; or relevant professional experience
- A minimum of 3 years professional experience in creating a wide range of written and multi-media editorial content, (e.g. long form interviews, web content, video content, audio/podcasts) for a variety of platforms and audiences
- Proven success leading and developing editorial strategies, generating buy-in and fostering a collaborative approach to content creation
- Excellent 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
- Skilled in Adobe Creative Suite (desirable)
- An understanding of online user behaviours and the influence they have on how content is presented and distributed via those platforms (desirable)
- Base level video and audio production and editing skills (desirable)

Health & Safety

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 Health & Safety 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

In addition, all managers/department heads must:

- Be responsible for the day-to-day management of Health and Safety issues
- Ensure adequate consultation with MTC staff and contractors regarding Health and Safety
- Implement MTC’s Health & Safety policies and procedures, and the annual Health & Safety scheduled requirements
- Follow all agreed procedures in consultation with staff
- Ensure that all new staff or contractors receive induction Health & Safety training prior to commencing any new work practices or using new equipment
- Participate in regular workplace inspections and ensure that required changes are implemented within the required timeframe
- Maintain appropriate records as required under the University of Melbourne’s Safety Mapping program
- Investigate all reported incidents and develop plans to prevent a similar occurrence
- Participate in safety meetings (where applicable) and other safety programs
- Apply appropriate return to work and injury management within their section

Access and Inclusion

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.

VERSION			
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