

## DIGITAL CONTENT PRODUCER

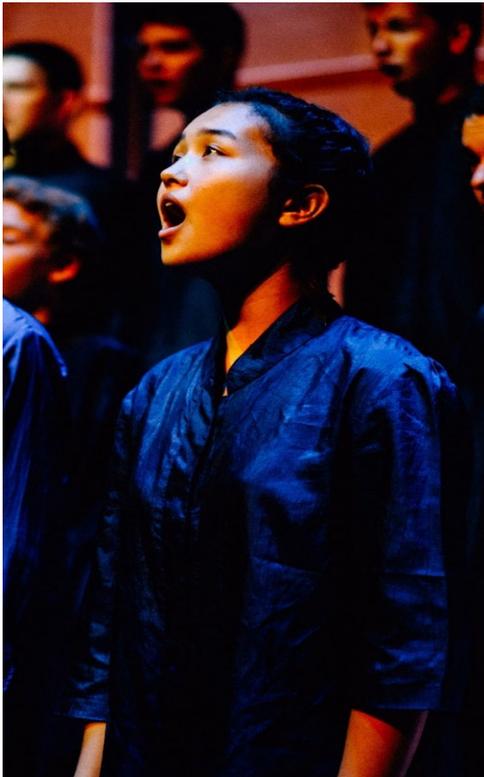
**Help us tell our stories! Gondwana Choirs seeks an enthusiastic, collaborative and skilled Digital Content Producer to lead the company's on and offline storytelling.**

**The position would suit someone with excellent verbal and written communication skills, solid technical production and editing experience and an understanding of music and youth marketing techniques would be highly regarded.**

**This is a hands-on role in a small team, requiring the ability to self-manage and to be entrepreneurial. The role requires the ability to tell stories, with sound technical skills, across various mediums including text, photos, audio and video. Imaginative use of archival content is also required.**

**You will be the managing editor of our digital content calendar, producing highly professional content for a range of formats, channels and audiences. While the main focus is on owned channels, you will have the opportunity to learn the ropes for paid search and social, as well as tracking and analytics from our Marketing Manager.**

**In 2019, Gondwana Choirs celebrates 30 years since Lyn Williams AM founded the organisation, and our birthday year includes a range of exciting activities and profile building opportunities, including the Gondwana World Choral Festival.**



## ABOUT GONDWANA CHOIRS

Lyn Williams AM founded Sydney Children's Choir 30 years ago to create a world-class ensemble, capable of performing complex music at a professional standard. The Sydney Children's Choir now proudly represents Sydney as the most prestigious and well-known vocal program for young singers of school age. Its performing ensembles are instantly recognised for their crystal-clear sound, precision and discipline. They display a courageous and compelling performance style and regularly perform, record and collaborate with the professional orchestras, ensembles and opera companies in Sydney.



Lyn formed the treble choir Gondwana Voices in 1997 where young musicians from across the continent could discover others who share their passion for singing. This program has grown into Gondwana National Choirs, national ensembles made up of more than 350 young people. Each January they form Gondwana National Choral School, an intensive camp for singers and emerging composers and conductors. Gondwana Voices celebrated its 20th Anniversary in 2017 with a major tour to Northern Europe. This year, Gondwana Voices tour to the UK and Germany, to perform Brett Dean's virtuosic work 'Vexations and Devotions' with the Berlin Radio Symphony Orchestra.

In 2008 after experiencing life in the Torres Strait, Lyn began the Gondwana Indigenous Children's Choir (GICC) to give these young people the opportunity to express their culture through song and language. At the core of GICC's mission is the preservation and development of language and story through song, involving intergenerational cultural activity and developing a new contemporary Indigenous repertoire. Major works in Indigenous languages commissioned include the children's opera Ngailu, Boy of the Stars by Dan Walker (Torres Strait). Through the emergence of Marliya – GICC's big sister ensemble also based in Cairns- a new repertoire and stage show featuring contemporary music addressing Indigenous issues has developed in collaboration with Felix Riebl through the artist collective, Spinifex Gum.

Gondwana Choirs is committed to creativity through the composition and presentation of new choral works. Its young musicians are intimately connected to contemporary and traditional repertoire throughout their training through collaborations with emerging and established composers. The body of work created over the past 30 years is an integral part of Australian choral repertoire, enabling the development of many Australian composers writing single songs or works for massed choir and orchestra.

In 2012, Gondwana Choirs won the APRA/AMC Award for Excellence in Music Education and in 2014, the APRA/AMCOS award for Excellence by an Organisation for its Artistic Program and significant contribution to Australian music since 1989.

The Gondwana Choirs office is currently temporarily located in Woolloomooloo, and will relocate to Pier 4/5 Hickson Road, Walsh Bay following the completion of the Walsh Bay redevelopment. The organisation currently receives multiyear funding from the NSW State Government, through Create NSW, and project funding through the Federal Government's Indigenous Language and Arts program, and multiyear support from the Gondwana Indigenous Children's Choir Principal Partner, Rio Tinto, as well as other valued support from other trusts and foundations, and an extraordinary group of passionate individual donors.

## KEY RESPONSIBILITIES

The Digital Content Producer is responsible for all aspects of content generation for marketing and communications of Gondwana Choirs, including:

- Oversee the implementation of the Gondwana Choirs brand and sub-brands (including Sydney Children's Choir, Marliya, Gondwana Voices, National Choral School) across all digital channels;
- Manage the Gondwana Choirs website and social channels, including copy writing, coordinating media selection, and clear brand implementation;
- Design and create web banners, magazine print material, social media content, brochures, and major campaign creatives, including associated copywriting;
- Drive traffic and engagement by crafting blogs with interesting content angles that excite our audience, while maintaining tone of voice throughout. SEO considerations will ensure your copy contributes to our overall success;
- Develop some seriously engaging video content to make our messages come to life. Re-cut existing video for new purposes;
- Contribute to the implementation of a new company CRM, and manage this data for effective communication, campaigns, research and reporting.

## SELECTION CRITERIA

### ESSENTIAL

- Experience in professionally creating, editing and producing a diverse range of media content within short timeframes
- A solid understanding of cross platform content production for specific audiences and emerging technologies
- Comfortable with corporate aspects of digital content management e.g. Facebook Business Manager, Performance Tracking, WordPress, Zoho or other CRM
- Experience with Creative Suite, or similar design software, including video editing
- A strong creative eye and attention to detail
- Be able to exercise independence, initiative and judgement and meet deadlines

### DESIRABLE SKILLS

- Qualifications in marketing, communications, or web design
- Knowledge of classical music
- Interest in research, data analysis and reporting

Since the inception of the Gondwana Choirs, a particular performance style has developed. This open and honest style of musical performance is a reflection of our particular rehearsal techniques and most particularly our respect for the young people we work with. This same openness of communication and respect for both fellow staff (administration and artistic) and volunteers is central to the culture of the organisation.

Inherent requirements of all positions with Gondwana Choirs include:

- A passion for young voices and the innate artistry of developing young musicians
- Participation in the strong sense of trust and respect that exists across the whole company, i.e. between artistic staff, administration staff, volunteers, parents and most importantly choristers
- Open and friendly communication with all staff, volunteers, choristers, parents and other stakeholders and the free exchange of information as appropriate
- The demonstration of a commitment to excellence and professionalism to all aspects of work
- The ability to create an environment of professionalism and excellence
- Energy, enthusiasm and an ample sense of humour!

## **SALARY AND CONDITIONS**

- This position is part-time, 21.5 hours/week with a flexible approach to office hours
- Occasional out of hours attendance of Gondwana Choirs events will be required.
- Competitive salary at \$36,000 (0.6 FTE of \$60,000 pro rata) plus 9.5% employer superannuation contribution.

## **WORKING WITH CHILDREN**

- Gondwana Choirs is a Child Safe Organisation
- As per the NSW Commission for Youth and Young People's employment screening process, Prohibited Persons are not permitted to apply
- This engagement is subject to a Working with Children Check

## **HOW TO APPLY**

Please forward your application, including a cover letter addressing the selection criteria, examples of your work and a copy of your current CV.

Applications are to be addressed to Kristy Wandmaker, Gondwana Choirs Marketing Manager at [kristy.wandmaker@gondwana.org.au](mailto:kristy.wandmaker@gondwana.org.au) by midnight 24 June 2019.

