



Social Media Manager (Content Creator)

Volunteer Position Specification

for

Artists for Kids Culture

Artists for Kids culture

Organisation background

Artists for Kids Culture is a provider of support for children experiencing hardship Australia wide. Located in St Kilda and employing two staff and a volunteer team of 50 it runs programs that enable children access to artistic and cultural pursuits. It is a responsive and agile community organisation. In achieving its vision that opportunities are important for every child and that they demonstrate benefits in both learning and social skills, AKC is guided by its own motivation and purpose to provide benefit to children experiencing hardship.

AKC has two distinct programs: AKC Grants and AKC artsbus. AKC Grants support children to participate in artistic pursuits such as art, dance, music and theatre. The AKC artsbus is a mobile arts studio, theatre and music space, enabling AKC to facilitate meaningful, thoughtful and therapeutic arts activities at the places where children reside.

Artists, sponsors, philanthropic foundations and the art loving community support AKC. Professional artists donate art and the works are auctioned at a gala event each year. The AKC Art Auction is very popular event on the Melbourne art calendar.

Your Opportunity

By joining our team, you will be supported by an awesome team of volunteers who have the same passion and dedication for children and art. As most of our volunteers are long term, you will have a continuous team of colleagues and friends to develop with. You will hear great stories of people we have helped and have the firsthand information on the exciting new programs and events that are incubating.

We respect people grow in different ways and have other commitments in life. Our staff enjoy working flexible hours with a mix of working from home and the office. We are a results-driven organisation and our volunteer roles are very flexible.

position specification

position	Social Media Manager (Content Creator) Volunteer
reporting relationships	<p>Reports to:</p> <ul style="list-style-type: none"> • AKC Executive Officer • AKC artsbus Program Manager <p>Key Internal Relationships:</p> <ul style="list-style-type: none"> • AKC Committee • AKC Board • volunteer Graphic Designer • artsbus volunteers • leaders and coordinators across the organisation • other members of the AKC Marketing team
term	<ul style="list-style-type: none"> • On-going – part time – volunteer • Role Commitment: 4-6 hours/fortnight • Duration of position: minimum 6 months
location	<ul style="list-style-type: none"> • St Kilda, Victoria • Online work-from-home arrangements
position purpose	<p>The Social Media Manager is in the volunteer marketing team, responsible for communicating artsbus news, events and opportunities through articles, videos or images that resonate with our mission and values. Social media and electronic direct mail (EDM) communication is important for the artsbus to inform, promote, and appeal to our audiences. With targeted social media, the artsbus can promote accessible events, increase the reach of our programs, and raise awareness for our mission.</p> <p>The existing social media channels include: Instagram: @akc_artsbus @artistsforkidsculture Facebook: facebook.com/artistsforkidsculture/ and facebook.com/AKCartsbus</p>
position supports	<p>Artists for Kids Culture has strong media and public relations built over twenty-five years. As a volunteer, you will have access to mentoring and training opportunities from professionals in marketing, media, PR, and non-profit sectors.</p> <p>Being a volunteer at AKC allows you to be part of making positive change through the arts. You will be given responsibility to research and help us create a strong brand. Through the work that we do, you have the opportunity to learn, teach and grow, both personally and professionally.</p>
key responsibilities	<ul style="list-style-type: none"> • Researching and liaising with the AKC artsbus Program Manager and AKC Executive Officer to gather information for promotions • Creating original, interesting and accessible content that provides the community with an insight into the AKC artsbus. This content includes, but is not limited to:

<p>key responsibilities</p>	<ul style="list-style-type: none"> ○ Writing regular blog posts on the AKC website and social media (artist interviews, art topics, community focused pieces etc.) ○ Running interviews with artsbus feature artists, volunteers, partners and families ○ Supporting the creation of newsletters alongside the AKC artsbus Program Manager ○ Preparing content to be included in brochures ○ Developing promotional videos <ul style="list-style-type: none"> ● Ensuring all content requests are delivered on time and are in accordance with AKC’s organisational priorities <ul style="list-style-type: none"> ○ Day-to-day management of social media channels - Facebook and Instagram ○ Administrating social media management tools ○ Implement AKC style guide when creating new promotional materials in collaboration with the graphic designer/s ○ Publish new content on our channels and ensuring they are up to date and resonate with AKC values ● Develop standards, processes and procedures for content creation, editing, publishing and distribution of material <p><u>Organisation responsibilities:</u></p> <ul style="list-style-type: none"> ● Be responsive/proactive in communication ● A 20-30 minute check-in with the AKC artsbus Program Manager every two weeks ● Attendance at monthly artsbus Committee Meetings is encouraged
<p>core competencies</p>	
<p>skills</p>	<ul style="list-style-type: none"> ● Strong oral and written communication skills; and ● Lateral thinker with the ability to innovate and contribute strategically ● Ability to prioritise and meet deadlines ● Ability to revise systems and establish new ones where required
<p>knowledge / experience</p>	<p>We’re seeking a passionate and motivated individual. You certainly don’t have to know it all - we are looking for someone who has;</p> <ul style="list-style-type: none"> ● Good understanding of creative and professional writing with diverse audiences ● Appreciation of the challenges of smaller not-for-profit organisations ● Demonstrated experience in managing social media pages
<p>qualifications</p>	<ul style="list-style-type: none"> ● Qualifications in relevant field is valued, though not essential (i.e. communications, journalism, marketing, public relations)
<p>values / attitude</p>	<ul style="list-style-type: none"> ● Honest, ethical and professional ● Passionate about the arts and community engagement ● Strategic and continuous improvement mindset ● Collaborative ● Resilient and adaptable ● Committed to personal and professional development ● Interest in and appreciation for cultural diversity ● Commitment to social justice and supporting disadvantaged communities ● Commitment to Child Safety principals

<p>equal opportunity</p>	<p>Artists for Kids Culture is an equal opportunity organisation that is committed to diversity and inclusion in the arts. We encourage applicants from all backgrounds and prohibit discrimination and harassment of any kind based on race, colour, sex, religion, sexual orientation, national origin, disability, genetic information, pregnancy, or any other protected characteristic as outlined by federal, state, or local laws.</p> <p>If there is anything AKC can do to make this role more comfortable and accessible, please get in touch with the AKC artsbus Program Manager, Gen, via artsbus@akc.org.au or call/text 0478 814 840.</p>
<p>child safety</p>	<p>AKC is committed to safety and wellbeing of all children and young people. AKC has zero tolerance for child abuse and is committed to providing a child safe environment where children and young people are safe and feel safe, and their voices are heard about decisions that affect their lives.</p> <p>Every person involved in AKC has a responsibility to understand the important and specific role they play individually and collectively to ensure that the wellbeing and safety of all children and young people is at the forefront of all they do and every decision they make.</p>
<p>application process</p> <p>Applications open 11 Feb 2022. Please apply as soon as possible using the form here: https://forms.monday.com/forms/92404ff3ccac8d9c2825f7c4ca8f9755?r=use1</p> <p>Contact Gen Townsend AKC artsbus Program Manager artsbus@akc.org.au 0478 814 840</p> <p>If you are successful in making it to the final stage of the process, we will request that you provide us with two work related referees and allow Artists for Kids Culture to check WWCC and undertake a police check.</p>	