



Communications Manager (0.6 FTE)

About the Adelaide Youth Orchestras

Each year Adelaide Youth Orchestras (AdYO) provides world-class development programs and career pathways for South Australia's brightest young musicians. AdYO services and supports 300 young musicians in weekly rehearsals during school terms across five orchestras (Youth Orchestra, Wind Orchestra, Sinfonia, Junior Winds, and Youth Strings), as well as our Percussion and Chamber ensembles. We present around 20 concerts each year and our ensembles and orchestras perform in schools for thousands of children and young people. Over the past 21 years, AdYO has supported almost 2,000 young musicians.

Vision

To be recognised as the leading Australian youth orchestra, giving young South Australians the opportunity to attain the highest standard of musical performance.

Mission

To provide talented young South Australian musicians with orchestral training, life skills and education in a safe, empowering and joyful environment.

Values

- We aspire to be excellent in all that we do.
- Creativity, passion, teamwork, commitment and enjoyment will underpin all our activities.
- We demonstrate integrity and accountability at all times.
- We aim to be accessible to performers and audience members who in normal circumstances might be unable to participate in our activities.
- We recognise the contribution of everyone who supports our activities, including players, paid staff and volunteers, our supporters and funders, and the wider community.

For more information about Adelaide Youth Orchestras, please visit www.adyo.com.au or our [Facebook page](#).

Position Summary

The Communications Manager at Adelaide Youth Orchestras (AdYO) is responsible for developing and implementing comprehensive marketing and promotional strategies to enhance the organisation's visibility, reputation, and engagement. Reporting to the Executive Director, the Communications Manager will play a pivotal role in shaping and presenting AdYO's narrative through various communication channels.

The ideal candidate will bring a strategic mindset, strong written and interpersonal communication skills, and a passion for the arts and youth development.

Key Responsibilities

1. Strategic Communication Planning:

- Develop and execute a strategic communication plan aligned with AdYO's organisational goals and objectives.
- Collaborate with the Executive Director, Operations Manager, and other key stakeholders to ensure a unified and cohesive communication approach.

2. Media Relations:

- Cultivate and maintain relationships with local, regional, and national media outlets.
- Proactively seek opportunities for media coverage and coordinate press releases and media kits.
- Act as the primary contact for media inquiries and interviews.

3. Content Development:

- Generate compelling content for various platforms, including press releases, website, social media, newsletters, and other communication channels.
- Collaborate with conductors, staff, members, musicians, and alumni to gather stories, testimonials, and updates.

4. Digital and Social Media Management:

- Oversee AdYO's digital presence, managing social media accounts, content calendars, and online engagement.
- Stay informed about digital communication trends and implement innovative approaches to enhance AdYO's online visibility.
- Produce and upload content on AdYO's activities on the website and social media platforms.

5. Internal Communication:

- Facilitate transparent and effective internal communication, ensuring all staff and stakeholders are informed and engaged.
- Collaborate with the Executive Director, Operations Manager, and the Board to gather information for internal communications.

6. Event Promotion:

- Develop marketing plans for AdYO events, concerts, and programs.
- Coordinate promotional materials and collaborate with event organisers to maximize attendance and coverage.

7. Brand Management:

- Safeguard and enhance AdYO's brand identity across all communication channels.
- Provide guidance on brand messaging to internal and external partners.
- Contribute to the current review of branding and implement changes across the organisation.

8. Risk Management:

- Maintain a process of supervision of all communications to ensure these are truthful, ethical and appropriate to AdYO's values
- Develop and maintain a crisis communication plan to effectively address potential reputational challenges.
- Work closely with the Board Chair, Artistic Director and Executive Director (AdYO's spokespersons) to manage public relations.

9. Community Engagement:

- Foster and maintain relevant relationships with community partners, sponsors, donors and alumni as part of a strategic communication strategy.
- Identify and pursue opportunities for AdYO to connect with diverse audiences.
- Implement a strategy to communicate effectively and engage with AdYO alumni.
- Produce quarterly e-newsletters for distribution to AdYO's stakeholders.

10. Reporting and Analytics:

- Monitor and analyse metrics to assess the effectiveness of communication strategies.
- Prepare regular reports for the Executive Director on key performance indicators and areas for improvement.
- Other administrative duties as requested by the Executive Director

Qualifications:

- Bachelor's degree in communications, public relations, or a related field.
- Proven experience in communications, with a focus on strategic planning and execution.
- Excellent written and verbal communication skills.
- Strong interpersonal and relationship-building skills.
- A current Working With Children Check, or must be eligible to hold one.
- Familiarity with the arts and youth development sectors is desirable.

Appointment Conditions

Reporting to:	Executive Director
Salary (Full-time):	\$90,000 FTE
Position Type:	Permanent Part-time
Hours per fortnight:	45.5
Location:	Adelaide, South Australia
Contract start date:	Commencing January, 2024. All positions are subject to a probationary period, to be defined as six months in accordance with the Fair Work Act 2009 (Cth).
Contract period:	This appointment will be for the 2024 calendar year, with on-going employment based on further secured funding.

Application

To make an enquiry about this position, please contact Nic Jeffries, AdYO Executive Director, at nic@adyo.com.au.

Before submitting your application, please ensure:

- You meet the essential criteria
- You have carefully reviewed this position information pack and ensure that you understand the role you are applying for and that it is suited to your skills, experience and qualifications.
- That your cover letter is AdYO's first opportunity to assess your suitability for the position. Your letter should provide insight into not only what you have achieved but also who you are.
- That you have addressed the Selection Criteria in your cover letter.
- Your resume clearly outlines your qualifications (including the institution and the date completed), career history and current contact details.
- You will need to include at least two referees at the end of your resume. Please provide referees' names and current positions.

Applications, cover letters and resumes for this position will only be accepted on Seek. Applications for this position close: **Monday 22 January, 2024**.

Adelaide Youth Orchestras is an equal opportunity employer. We encourage applications from candidates of all backgrounds and experiences.