



Website Content Producer and Coordinator, Creative Equity Toolkit

Enable change. Be responsible for creating content and resources for supporting cultural diversity and racial equity in the creative sector. Interested? Do you have what it takes to drive this change?

About the Vacancy

You will oversee the [Creative Equity Toolkit](#), a knowledge-exchange website and program launched in 2020 that supports individuals in building their expertise, and helps arts and creative organisations in reaching their diversity, equity and inclusion goals. The website currently focuses on ethno-cultural and migrant racial equity in the arts, screen and creative industries. It's pretty amazing already but we need you to take it to the next level.

About You

You will have a strong commitment to the arts and screen sectors and to building a creative sector that is racially equitable. You will have exceptional communication skills, with experience in creating and managing website content that is relevant and engaging to its audience. You will enjoy the process of bringing together stakeholders and working collaboratively. You will have experience in commissioning and coordinating contractors, researchers and editors.

All applications must be made in writing and include the following:

1. A current CV
2. Cover letter outlining why you have applied for the position in relation to the duties and areas of responsibility (outlined below in the Position Description)
3. Your response to the Key Selection Criteria on page 2 (maximum 3-4 pages)

Email your application to jobs@diversityarts.org.au with the heading "DARTS – Website Content Producer" in the subject line.

Applications must be received by COB Friday 16 April

For more information or a confidential discussion please email jobs@diversityarts.org.au

KEY SELECTION CRITERIA



Essential Criteria

- Relevant degree / qualifications
- Website management and maintenance experience, including creating and executing digital content and working with a content management system (CMS)
- An excellent writer with a proven ability to write engaging and accurate copy, including editing and proofreading skills
- Solid project management/ coordination skills, including coordinating contractors and commissioning content
- Research skills and experience relevant to the subject areas of the website
- Good working knowledge of Search Engine Optimisation principles
- Experience in working on collaborative projects with external partners and stakeholders
- Expertise across Microsoft Office Suite, Google Suite (Drive, Analytics, Search Console)

Desirable Criteria

- Understanding of the arts, screen and/or creative sectors
- Experience with Wordpress
- Skills in commissioning illustrators, videographers and audio producers to create new content for the website
- Proficiency in Adobe software packages; Premier Pro, InDesign and Photoshop
- Experience working with people from migrant, refugee, and culturally and linguistically diverse backgrounds and an understanding of key issues of racial equity and cultural diversity in the creative sectors
- Basic photography, video and audio editing skills

Targeting: Candidates from culturally and linguistically diverse backgrounds and First Nations backgrounds are strongly encouraged to apply.

The successful applicant must undertake a Police Check prior to commencement and is subject to an initial 6-month probationary period. This position is based in Parramatta with the potential to work remotely. Some intrastate and interstate travel may be required when it is safe to travel. We are taking precautions to reduce the spread and contraction of coronavirus.

Position Description: Website Content Producer and Coordinator, Creative Equity Toolkit



Reports to: Executive Director (ED)

Conditions and Remuneration: Part-time (4 days). Contractor agreement will be considered. Some weekend and after hours work and interstate travel may be required. \$60-\$80K pro rata depending on experience, plus 9.5% Super.

Relates to: The arts, screen and creative sectors, including artists and organisations in Australia, the UK and internationally; government bodies; research and education institutions and individuals; media; partners and key stakeholders; Diversity Arts team members; British Council Australia team members; broader communities.

Works closely with: Executive Director, Business Manager, Communications & Marketing Coordinator and project coordinators. Also worked closely with the team of the British Council Australia, our key project partner.

Duration: 12 months contract (6-month probationary period). This will initially be a 12 month part-time (4 days p/w) contract, with the possibility of this position being extended. In the second year the position would be reduced to 3 days per week.

Last Updated: March 2021 (new position)

Summary

Diversity Arts is Australia's key organisation promoting Cultural and Linguistic Diversity (CaLD) and racial equity across all art forms in Australia. We are a small and dynamic organisation with a big vision for an arts and cultural sector that reflects Australia's true cultural diversity. Diversity Arts supports artists, creative sector workers, audiences, the industry and organisations. We undertake research to provide evidence about the value of diversity in the arts. We measure cultural diversity and concentrate our programs on breaking down barriers in our creative industries. We encourage connection and collaboration, and act as a broker between creatives, industry, educators and governments. While our focus is on ethno-cultural diversity, we work intersectionality and in partnership with First Nations communities, People with Disability and communities of diverse sexuality, age, socio-economic status, gender and geography.

The Creative Equity Toolkit

The Creative Equity Toolkit is an initiative of Diversity Arts Australia and the British Council. The Toolkit aims to support the work of cultural diversity and racial equity in the creative sectors between the UK and Australia and globally. The Creative Equity Toolkit provides an action-oriented approach to increasing cultural diversity in the arts, screen and creative sectors and brings together ideas, research and leading practices from around the world into one place. We've extracted the solutions and



recommendations from research and case studies, and provided short introductions to key concepts to help inform debate.

This site features dozens of implementable actions, from simple to complex, along with hundreds of links to tools and resources developed around the world to help put these actions into practice.

Primary Purpose

The role will build national and international audiences for, and deepen engagement in, the **Creative Equity Toolkit** and the diversity, equity and inclusion work of Diversity Arts Australia. This role will contribute to increasing the conversation and knowledge about the importance of cultural diversity and racial equity in the arts, screen and creative sectors.

The **Website Content Producer and Project Coordinator** will contribute to the sustainability and public visibility of the Creative Equity Toolkit through:

- Organising, researching and updating the website content, including working with specialist researchers from time-to-time;
- Organising public talks and events to promote website content and topics;
- Working with the website designers/developers to develop the site;
- Undertaking communications and marketing for the site, including coordinating monthly newsletters/ EDMs and more regular segmented communications, and social media;
- Supporting the sustainability of the site through fundraising and grants.

Over the next 12 months, the focus of the position will be on commissioning international content and case studies for the website.

Key Priorities and Duties

<p>Communication & Marketing</p>	<p>Work with the Diversity Arts Communications and Marketing Coordinator to develop a marketing plan and digital engagement strategy for the Creative Equity Toolkit, to increase audience engagement and reach.</p> <p>Develop and write website and social media content.</p> <p>Deliver presentations about the site aimed at increasing usage of the site across the creative sector in Australia, the UK and internationally.</p> <p>Regular editing, proofreading and review of the site content.</p>
--------------------------------------	---



Diversity Arts
Australia

	<p>Write and deliver monthly Creative Equity Toolkit EDMs/ newsletters.</p> <p>Oversee and coordinate media monitoring.</p> <p>Ensure adherence to the Creative Equity Toolkit and Diversity Arts tone of voice, style guide and brand guidelines and comply with usability, accessibility and best practice guidelines.</p>
Website management	<p>Manage the Creative Equity Toolkit website, including updating broken links, uploading and editing contacts.</p> <p>Review the website regularly to update content and research gaps/ additional content.</p> <p>Work with website developers and designers to make necessary changes to the website as it grows and develops.</p> <p>Collect and interpret analytics from online platforms and surveys to inform reports and campaigns.</p>
Research	<p>Undertake research for the website, inclusive of case studies, articles, templates, “how-to” guides and resources related to the topic areas. In 2021 the focus is on completing all sections of the website.</p> <p>Assist in the coordination of local and international researchers (contractors) who will be undertaking additional research and case studies for the site.</p> <p>Contribute/ undertake research for the Key Concepts section of the website.</p> <p>Conduct a thorough inventory of all resources on the site.</p>



Diversity Arts
Australia

	<p>Undertake monitoring and evaluation for the Creative Equity Toolkit, including coordinating annual user and stakeholder surveys.</p>
Partnerships	<p>Build and support partnerships, relationships and networks with relevant stakeholders including Australian and international arts and screen bodies/ organisations, subscribers to the Toolkit, universities, relevant government and business organisations.</p> <p>Organise regular meetings and communications with project partners, including key project partner the British Council Australia.</p>
Events and Education	<p>Organise talks and events aimed at sharing the topic areas of the website with subscribers and others in the arts, screen and creative sectors.</p> <p>Audience Development: Identify and nurture audiences and develop strategies to increase active engagement and participation with the Creative Equity Toolkit.</p>
Fundraising and grants	<p>Assist the Development Officer with the writing and editing website-related grants, proposals and acquittals, including identifying opportunities for sponsorship, income generation and funding relevant to the Creative Equity Toolkit.</p> <p>Develop Google Ads (Adwords) strategies and campaigns.</p>
General	<p>Assist with the coordination of presentations, meetings and functions.</p> <p>Advance DARTS' Strategic Plan.</p> <p>Participate in strategic reviews and planning.</p> <p>Ensure compliance with Diversity Arts' policies, procedures and Work Health and Safety process.</p>



Diversity Arts
Australia

	<p>Participate in development and training.</p> <p>Work harmoniously as part of a small dynamic team to support year-round work of DARTS.</p> <p>Assist ED with developing marketing and publicity report material for Board and committee meetings as required.</p>
--	--