



BIG hART

ONLINE CONTENT PRODUCER

JOB DESCRIPTION

Big hART is looking for a flexible part-time digital expert Online Content Producer based in Melbourne to create unique content and build an online community for our SKATE Project. This is a one of a kind opportunity to work with Australia's leading arts and social change company and be a part of the evolution of this ground-breaking show and its trajectory towards performance at the country's best venues, festivals and international touring.

SKATE is pure theatre spectacle – a brand new show from award-winning theatre-makers Big hART that combines skateboarding, percussion, movement and projection in a way you have never seen before.

SKATE, a highly commercial touring show, is also a social enterprise strategy designed to support Big hART's vital community development work in marginalised communities through the profits it generates from box office. Check out www.bighart.org for more information about our company.

The objective of this position is to create an online community experience around the SKATE Project, to increase engagement for the brand, and tell the narrative of the creation of the show and our interaction with the skateboarding community. You will amplify the community and rehearsal activities happening around SKATE, expand our reach to our potential audiences and increase access opportunities for members of the skate community. It will also be your responsibility to document the process of developing the piece through video.

We are looking for someone with advanced social media skills who dreams big and has a genuine interest in the arena we work in. You will translate our work on the ground into digital formats (film, photos, blogs, vlogs, podcast – anything you can imagine) and foster an online community around the process of making SKATE. You need to be excited about connecting people and telling digital narratives, as you'll be actively seeking out stories around the project, researching and proposing ideas for how to connect people to SKATE via the digital sphere, and reporting on the success of your engagement strategies.

RESPONSIBILITIES:

- Collaborate with and take direction from SKATE Directors and Producers to run an online environment that tells the narrative of the SKATE project, encourages interaction, connection and inclusivity
- Create and distribute digital content of various forms across multiple platforms that will be generated from the on the ground work on SKATE both in the rehearsal room and in the community
- Communicate closely with the SKATE Community Coordinator to connect with participants and document community activities
- Contribute towards the SKATE website and manage social channels as an online hub for the community surrounding the project
- Create video content end to end (film, edit, publish)



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- Write blog posts
- Collaborate with the team to develop ideas for digital and non-digital community engagement
- Seek out and tell stories within and around the project
- Consider this process a part of a brand strategy and contribute to that strategy
- Report regularly on the success of this community building process and engagement levels

ESSENTIALS:

- Must be based in Melbourne
- Thorough understanding of community development, management, content development, proliferating and engagement tracking
- Proven track record of managing innovative and creative campaigns, and building online engagement
- Natural people person
- Digital native
- Social media master
- Strong video production skills
- A good writer with attention to detail
- Good storyteller; creative mind
- Be able to work quickly and accurately, be able to think on your feet
- Flexible, proactive and positive
- Collaborative spirit
- Serious smarts and initiative
- Connect with Big Hart's ethos – see www.bighart.org

DESIRABLES

- Degree in digital marketing / advertising / social media
- Involvement in the skateboarding world or understanding of skate culture
- Graphic design experience / experience with and access to image editing software
- Provide your own video gear
- Website design
- Copywriting / blogging experience
- SEO knowledge

ABOUT Big hART

Big hART is Australia's leading arts and social change company. We **make** art. We **build** communities. We **drive** change.

Big hART produces critically and publicly acclaimed performance, visual, and media art while being a powerful driver of solutions to complex social problems. In its 25 year history Big hART has won over 45 awards, has worked in over 50 communities, alongside over 8000 individuals in urban, rural, regional and remote Australia to audiences of 2.4 million. Big hART projects are experiential, with the true measure of success being found in the experience gained by the participants and the way their story touches an audience.

It's harder to hurt someone if you know their story.



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HOW TO APPLY

Please send the following:

- a current CV (please include details of three professional referees)
- a brief cover letter which captures your passion and commitment and demonstrates ability and experience relevant to the above position description
- Links to examples of your work in social media, digital storytelling and content creation

Email your application to amy@bighart.org by **10pm on Sunday 10 September**

Any further enquiries regarding the role please contact Associate Producer, Amy Morcom on amy@bighart.org or 0422 917 309