

JOY Media
Victorian Pride Centre
Level 1, 79-81 Fitzroy St
St Kilda, VIC 3182
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POSITION

Description	Content Broker
Team	Content
Reports to	Content Manager
Direct reports	Content makers
Status	Part Time initial 12-month contract
Location	Level 1 Victorian Pride Centre 79-81 Fitzroy Street, St Kilda, Vic, 3182

JOY Media's Purpose

JOY Media (JOY) is Australia's LGBTIQ+ community media organisation, listed on the Australian Charities and Not for Profit Commission Register, with the purpose of building a more inclusive society. We do this by providing the opportunity for freedom of expression, the breaking down of isolation and the celebration of the culture, achievements, and pride of the diverse rainbow community.

You can hear and see stories from the LGBTIQ+ community and our allies on JOY 94.9 Radio (FM and DAB+), online at joy.org.au via livestream, in our podcasts, youtube channel and on social media.

JOY Media sustains our work through donations, memberships, philanthropic funding and by providing income generating services to the community including advertising, live broadcasting, podcasting, audio visual and talent provision.

Based in St Kilda, Melbourne, Australia, the JOY team consists of a small paid staff and a large volunteer cohort who together bring news, music, information, and entertainment to our rainbow community and allies.

From our on-air presenters to our support teams, producers, newsreaders, podcasters, and everyone in-between we aim to represent our listeners because we are them.



The values you will bring to your work

Joyous - a celebration of diversity, talent, music and entertainment

Inclusive - a safe and supportive environment for all members of the LGBTIQ+ communities

Courageous - a way to change lives by speaking out, sharing stories and challenging boundaries

The role overview

Based in Melbourne, JOY has traditionally produced content locally by our wonderful volunteers and small paid content making team.

Leveraging digital streaming and podcasting channels, JOY has grown into a global media organisation. Within that, we reach all parts of Australia and the world through our app, media player and podcast library in addition to third party apps such as iHeart radio and Tune In radio.

With this reach comes greater accessibility opportunities to utilise JOY's platform for LGBTIQ+ community members and various groups across Australia.

Encouraging and facilitating the inclusion of remote content makers, will see JOY Media become a content aggregator, as well as a content creator. By doing this, JOY will become even more diverse, inclusive and representative of the broader rainbow community, many of whom do not have access to our physical spaces at the Victorian Pride Centre.

To assist in building and maintaining relationships with content makers and content providers located in various places, we are now seeking a new member for our team, to be known as **JOY's Content Broker**.

The **Content Broker** will work with JOY's Content Team and the broader Australian community to build relationships to seek out, encourage and facilitate content that is relevant to the LGBTIQ+ community and our allies. The Content Broker will bring that content to our broadcasting and content teams to be shared across our various channels.

The Content Broker will work with sector stakeholders, individual community members, remote, rural and regional people, organisations and all levels of government to encourage engagement with JOY Media's content team and platforms to share their important messaging.

Where required, the broker will also connect individuals to JOY's support services including training, to best ensure new content makers receive the skills and knowledge to support their content creation.

Working with the JOY content matrix, the broker will identify gaps including under-represented demographics and geographical locations, targeting these communities to encourage and support participation in our platforms.

In addition to general interest content, the broker will focus on covering issues of interest to Indigenous Australians, young people, ageing communities, people living with a disability, and multicultural and multi faith people of the LGBTIQ+ community. The broker will be the bridge between our current team and under-represented communities, building the diversity, inclusivity and participation in JOY's content.

Working with the Leadership Team, Content Team Leaders and Content Makers, you will manage and continue to develop JOY's Content offering, ensuring it reflects the needs of, and represents the diversity of our LGBTIQ+ community and allies.

All position holders at JOY are required to perform their duties in accordance with current organisational policy and procedures and relevant ACMA and CBAA requirements; to minimum performance standards and ensure adherence to the JOY Melbourne Inc. rules of association; comply with health and safety guidelines and instructions to ensure a healthy, safe, and environmentally responsible workplace; and cooperate and comply with equal opportunity legislation.

Your key responsibilities

The Content Broker will work to:

- Build relationships internally and externally to seek out, encourage and facilitate content that is relevant to the rainbow community and our allies and to bring that content into our broadcasting and content teams to be shared across our channels.
- Identify gaps in our content including under-represented demographics and geographical locations, targeting these communities to encourage and support participation in our platforms.
- Focus on covering issues of interest to Indigenous Australians, young people, ageing communities, people living with a disability, and multicultural and multi faith people of the LGBTIQ+ community.
- Act as the bridge between our current team and under-represented communities, building the diversity, inclusivity and participation in JOY's content.

Our key selection criteria

Required skills, knowledge, and experience

- Knowledge of and experience in media content creation and delivery, including a strong understanding of community broadcasting regulatory requirements
- Living and practicing within the LGBTIQ+ community, continuously integrating that knowledge into your practice
- Demonstrated ability to engage internal and external stakeholders to create content diversity success
- Excellent written, verbal and presentation communication skills

Academic qualifications / technical skills

- Vocational training or tertiary qualification in media content creation and delivery
- Strong working knowledge of Microsoft Office Suite including Microsoft Teams
- Please note successful applicants will need to undertake or hold current police and working with children's check.

Application process

To apply for this role, please forward your CV and covering letter, addressing the Key Selection Criteria in detail to recruitment@joy.org.au

Applications are being accepted on a rolling basis.