

JOY Media

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

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Social @joy949

Web joy.org.au



POSITION Radiothon Coordinator

Description:	JOY's Radiothon Coordinator will lead the campaign and events for JOY's annual fundraising drive.
Team:	Operations Team
Reports to:	Operations Manager
Direct reports:	N/A
Status:	Fixed Term Contract (50-60 Days across delivery)
Remuneration:	\$10,000 plus Performance Bonuses of up to \$5,000
Location:	Level 1 Victorian Pride Centre 79-81 Fitzroy Street, St Kilda, Vic, 3182

JOY's Purpose;

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 via livestream, in JOY Podcasts and on JOY TV 24 hours a day, 7 days per week at joy.org.au

JOY 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;

Each year, JOY reaches out to the Australian community, to seek their support of our work through donations and memberships. This fundraising exercise is known as Radiothon.

The Radiothon Coordinator will be the campaign lead, ensuring the JOY team delivers a successful, JOY Radiothon including our celebratory closing party.

Reporting to the Operations Manager or their delegate, this role is hands-on, requiring a mix of team relationship management, project and event management, administration, and reporting skills. You will be working in collaboration with the JOY team and our clients, donors and members to achieve a successful Radiothon fundraiser.

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 Radiothon activities will typically include:

Radiothon:

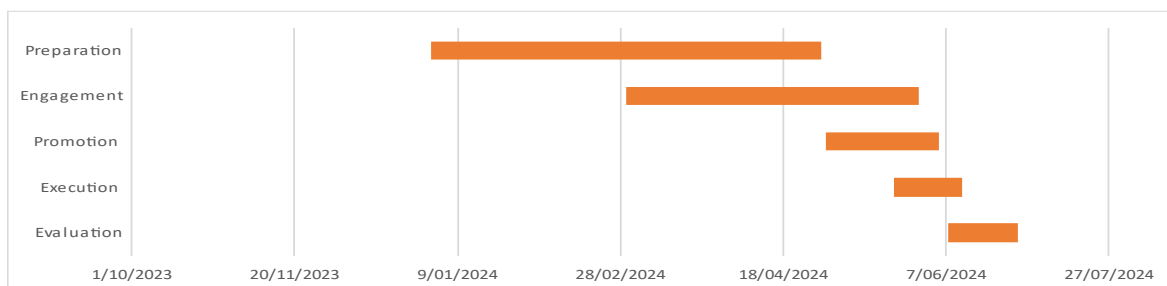
- Leading the creation and launch of the JOY Radiothon theme. (Including internal meetings, documents and concept descriptions).
- Preparation and delivery of internal and external communication toolkits and handbooks for presenters and volunteers around JOY Radiothon objectives and messages.
- Design, preparation, and delivery of training sessions with broadcasters.
- Provision of assistance and coaching to broadcasters during the period of the campaign.
- Working flexibly from January in the lead up to the campaign in June.
- Being on site during the 7-day campaign, supporting and encouraging the team, answering calls and tracking progress to target.
- Working flexibly after the campaign on the closing party and post campaign reporting
- Working with the CEO and Board to engage JOY Patrons and other key supporters in the campaign.
- Working with the MarComms Coordinator to develop and direct the production of the assets regarding the campaign (checklists, video and audio scripts, copy/messages for social media, mailing and banners, etc.).

Stakeholders

The coordinator will work with:

- JOY Operations Manager and Team
- JOY CEO and Leadership Team
- JOY Content Team members
- JOY volunteers
- Donors, members, and subscribers
- Patrons
- JOY Admin Volunteers and Office Assistants
- Board and FRAC Committee Members

Time Line and Time Allocation



This role will commence 8th January 2024.

Our key selection criteria:

Required skills, knowledge and experience

You will bring experience in managing events and projects plus experience working in client facing roles and ideally have experience with media, radio or an events organisation.

We want your energy and passion for great customer service, independent community media and most importantly your eye for detail to ensure your event project plan is delivered.

Your effective communication skills, both written and verbal, will be put to beneficial use as we work with our team and our supporters, ensuring everyone is engaged and informed, delivering on their actions. You will leverage our (Salesforce) database and EDM tools including Campaign Monitor and texting service to reach our wonderful supporters.

You will also bring an eye for detail, keeping records and generating accurate reporting.

Please note successful applicants will need to undertake or hold current police and working with children's check. All JOY staff, volunteers and contractors are also required to maintain current JOY membership.

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 will be taken on a rolling basis.