



Position title: Managing Editor and Development Manager

Organisation: Off The Leash Incorporated

Reports to: Off The Leash Executive Board

Hours of work: Part-time - 0.8FTE - 0.9FTE, to be negotiated with successful candidate

Salary: Salary package range of \$75,000 - \$85,000, depending on skills and experience. Package includes 9.5% superannuation. Salary package to be applied pro-rata.

Location: Off The Leash Office, Darwin CBD

Off The Leash is a not-for-profit organisation that produces a monthly what's on guide to living in Darwin, Palmerston and the Top End. Our free magazine offers inspired articles, independent reviews and insightful recommendations to complement the most comprehensive events guide available across music, festivals, art, films, writing, food, performing arts and community events – all of which makes Off The Leash the perfect read for those wanting to make the most of life in Darwin and the Top End.

Off The Leash is looking for a staff member who will commit to the organisation and its projects with enthusiasm, dedication, a strong work ethic and share in the long-term vision of the organisation.

Role

The Managing Editor and Development Manager is the driving force behind the publication Off The Leash (OTL), your free guide to what's on in the Top End. This challenging role takes responsibility for managing all of the OTL products, including the monthly magazine, weekly e-bulletin, website and social media.

The suitable candidate will have a keen eye for editorial quality, reader value and commercial opportunities. In this varied role you'll lead and develop a small team including a journalist, designer, freelance writers and volunteer contributors, creatively plan the magazine, commission and edit content, source advertising, and oversee the production and distribution process. You will be required to develop OTL's relationships with sponsors and advertisers as well as service these partnerships

You will need to show the vision necessary to take OTL to the next stage of its development, and will be required to formulate a strategy to ensure the continued quality and sustainability of the magazine.

We are looking for an all-round talent combining editorial skill, initiative and commercial acumen. With previous experience in a senior publishing role, you'll be able to demonstrate your editorial talent, relationship building skills, budget management and knowledge and interest in the Northern Territory arts scene.

Relationships

The successful applicant will be accountable to the Off The Leash Executive Board.

The successful applicant will act professionally when dealing with colleagues, contributors, artists, advertising clients, partners and sponsors at all times.

Responsibilities and duties

Publications

Coordinate and oversee the production of the monthly magazine (Off The Leash) including:

- Sourcing, editing and proofing content and event information
- Commissioning articles/features
- Selling advertising (to meet budget expectations)
- Liaising with sponsors and stakeholders to ensure the publication is meeting their needs
- Overseeing the aesthetic direction of the publication
- Coordinating the printing and distribution process

Managing the website, including:

- Regularly updating content, managing content and publishing events
- Negotiating with technical suppliers such as web developers, designers and clients
- Researching and implementing ongoing improvements and developments
- Sourcing funding for further developments

Managing the marketing/communications, including:

- Overseeing the production and distribution of the e-newsletter/s
- Regularly publishing/promoting events and content through social media platforms
- Researching and implementing ongoing improvement and developments to digital strategy
- Driving online engagement through OTL digital platforms
- Implementing and updating the marketing plan

Other

- Researching and applying for grants
 - Securing and maintaining development and advertising relationships and reaching development and advertising targets (cash and contra)
 - Establishing and maintaining positive relationships with stakeholders
 - Day-to-day office administration
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Knowledge and Experience – Selection Criteria

- Highly developed editorial knowledge including strong writing, editing and proof reading skills
- Experience in sales and development
- Experience in managing budgets and developing multiple revenue streams
- Ability to think creatively and develop strategic marketing opportunities and ideas
- Demonstrated performance across digital and social media marketing
- Experience in a management role with the ability to identify and build a network of freelance and volunteer contributors
- Proven project and time management skills, ability to multitask, prioritise workloads and meet tight deadlines
- A thorough understanding of print and online production processes
- Excellent interpersonal skills and the ability to liaise with a diverse range of key stakeholders at all levels of seniority
- Ability to work autonomously but be part of a small team
- Proven high level of self-motivation and determination
- An understanding of the arts sector and creative industries

Desirable

- Proven track record specific to advertising sales
 - Art direction/graphic design skills
 - Experience using Google Analytics
 - Experience using Adobe software including InDesign and Photoshop
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To apply for this position, please send a cover letter, a statement addressing the selection criteria, a resume and three examples of your written work to jobs@offtheleash.net.au. Applications close 5pm, Thursday 7 March 2019 (ACST).

For enquiries, please contact Roslyn Perry, Managing Editor and Development Manager at jobs@offtheleash.net.au or (08) 8941 7413.