

POSITION DESCRIPTION

Creative Producer (Digital)



Australian Plays Transform

Creative Producer (Digital)

Role type: 0.4 FTE, part-time, flexible hours Salary: \$77,625 pro rata Start Date: *For immediate start*

Applications close: Thursday 17th September 9am (AEST)

About the Role

Australian Plays Transform (APT) is the national playwriting organisation and publisher of Australian plays. We're looking for a Creative Producer (Digital) to shape APT's digital presence — across our website, social media and design.

This hands-on role combines content creation with day-to-day digital operations, including serving as a key point of contact for our website rebuild (currently underway) and broader digital and publishing matters.

This role's scope will evolve once the new website is live, with responsibilities reviewed and adjusted accordingly. The term of engagement runs until December 31st 2026, with opportunity of extension.

Who Is This Role Suited To?

This role suits a creative person with real interest and skill in the digital world — someone who may have designed a website for their own practice or business, and who understands how good storytelling translates online.

Experience in theatre and playwriting, or in publishing and design, is highly valued. Hours are flexible and can be spread across more than two days a week. APT is a family-friendly employer, and we're happy to work around caring responsibilities.

Location preference is Sydney-based, with the capacity to work some hours in-office in Carlton, NSW. We will consider applications from applicants based outside Sydney or NSW.

Key Responsibilities

Website & content

- Maintain a strong working knowledge of the website's structure, content and functionality
- Review and prepare copy for migration to the new website
- Review and clean data as required to support the website transition

Content creation & posting

- Create digital content using Canva and other design tools
- Write strong, creative copy across web, email and social channels
- Quality-check content before publication, including links, formatting, layout and consistency
- Schedule and publish approved content across social media platforms
- Manage day-to-day content on the website and social media channels

AUSTRALIAN PLAYS TRANSFORM

88 Carlton Parade, Carlton, NSW, 2218

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admin@apt.org.au | apt.org.au

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Digital project coordination

- Coordinate content, website management and digital projects end-to-end
- Update and manage projects and tasks using Trello and other platforms
- Manage our customer-facing website, working closely with developers on changes and fixes

Coordination & liaison

- Act as the main point of contact for digital matters, triaging actions with our web development partner, New Best Friend
- Respond to publishing enquiries as they arise

Key Selection Criteria

- Experience updating and maintaining a customer-facing website and web content
- Understanding of website functionality, with basic knowledge of SEO and UX
- Experience collaborating with external developers and designers
- Demonstrated experience developing content ideas from a brief, identifying target audiences, and creating digital content and campaigns that engage, inform and motivate action
- Understanding of social platforms, their audiences, and how to optimise content across channels
- Ability to plan, manage, create and schedule content across multiple platforms
- Experience coordinating digital content across multiple channels
- Comfortable working independently, with the support of a small national team
- Excellent written and verbal communication skills, with strong creative copywriting ability
- Strong organisational, time-management and project-management skills
- Proficiency with WordPress, Mailchimp, Canva and Trello (or similar tools)
- Flexibility to work part-time hours

Role Scope

This role is expected to evolve once the new website is up and running, with responsibilities reviewed and adjusted at that stage.

How to Apply

Send a cover letter (1 page) and CV (no more than 2 pages) to applications@apt.org.au by Thursday 17th SEPTEMBER 9am (AEST). Please use the phrase "Creative Producer (Digital)" in the subject line.

Tell us about your Creative Practice/interest and experience in the arts. Please include details and examples of your previous work in Social and Digital content.

Contact

For any questions or to discuss the role in more detail, please contact Erin Taylor (CEO/Executive Producer) at erin@apt.org.au.