



**North Central** LLEN



Community  
Partnership  
Program



Social Media & Storytelling Officer  
Youth Take Over (Loddon Campaspe)  
POSITION DESCRIPTION

## DETAILS

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<b><u>Employment:</u></b>	0.4 – full-time negotiable, job share will be considered for the right applicants. Fixed Term contract until July 30 <sup>th</sup> , 2022, with potential for extension.
<b><u>Salary:</u></b>	\$58,000-65,000 per annum (full time) package including super (final package dependent on skills and experience).
<b><u>Reports to:</u></b>	Director (Youth Take Over)
<b><u>Direct reports:</u></b>	Nil
<b><u>Location:</u></b>	Loddon Campaspe Region covering the local government areas of Loddon, Campaspe, Bendigo, Mount Alexander, Central Goldfields and Macedon Ranges. Head office for this project is in Charlton, with other offices in Wallan, Bendigo, and Echuca. Hybrid work arrangements will be needed, and you may need to work from home at times.

## POSITION

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This position is an opportunity to join the Youth Take Over team and help us tell great stories about young people and their varied journeys from school to work.

We're looking for someone good with words, photos, design, and video who can spread the word to young people in the Loddon Campaspe Region about training and work opportunities available through Youth Take Over, and the skills and knowledge they'll need to get the job they want.

You'll make content for Facebook, Instagram, Tik Tok, websites, newsletters, and promotional materials. The content will be developed with the Youth Take Over team to make sure it is accurate, useful, relevant, humorous, engaging, and beautiful. You'll need to gain the trust of young people, employers, mentors, and facilitators so you can capture photos, videos, and personal stories. You'll use these to explain the Youth Take Over project in multiple formats and to help us engage more young people, employers, and partners in the program.

You will work in a way that recognises that young people's lived experiences are unique, and their voices and views are crucial for developing relevant, appropriate, and effective solutions to barriers they may face in participating in training and employment opportunities.

This role is for someone who is excited about a creative job, discovering and promoting great stories, that will ultimately help young people in their careers, and their lives.

Young people are strongly encouraged to apply for this role. Mentoring, training, and support will be offered to the right applicant.

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## ABOUT YOUTH TAKE OVER

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Youth Take Over operates across the Loddon Campaspe region, in partnership with the North Central LLEN, Goldfields LLEN, Campaspe Cohuna LLEN and Central Ranges LLEN. Each of the LLEN's (Local Learning and Employment Networks) runs multiple programs to help young people get into work. This initiative will address the problems young people face getting work after leaving school and aims to bring about a better support system for young people who aren't sure what they'd like to do next.

Each Take Over will involve a specific course of training, job skills, and career development, and will culminate in an event, launch or celebration where the group "takes over" a workplace or event. For example, young people might take over a local cinema for a weekend, programming a youth led movie marathon. Or take over a radio station for an evening, creating their own show for broadcast. A group may grow food for a Farmers Market stall or develop a fundraising activity for a local not-for-profit organisation.

Support from the Kirkland Lake Gold Community Partnership ensures the *Take Overs* and other initiatives are of high quality, and not only involve the young people as participants, but as support peer facilitators.

This will build an exciting and innovative youth employment support system long term, that offers every young person with appropriate and accessible work opportunities.

### Outcomes of Youth Takeover (Loddon Campaspe):

- **give young people** the work experience, skills (teamwork, project management, organisation skills) and industry contacts that research shows are vital to them overcoming disadvantage in the labour market. They will be trained and mentored by community and industry experts so they can plan and run their event, while learning about the industry and the jobs within it as they go.
- **give employers** a chance to see their business from a youth perspective and fresh ideas. *Take Overs and other initiatives* will allow industry to build a pipeline to young people and their families, to help them engage with a younger customer base.
- **embed capacity across our communities and industries**, to create a better, flexible, locally designed youth unemployment support system for our region, long term. As we expand, we want to see every young person who participates offered a guarantee of support to set them up for life.
- **employment for at least 50 young people**

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## OUR ORGANISATION

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For 20 years, LLENs have created 'place based' responses, convening stakeholders (from government, businesses, community organisations and philanthropy), to identify local needs, and combine resources to develop local solutions. The project is sponsored by the Kirkland Lake Gold Community Partnership Program.

The North Central LLEN's vision is for all children and young people to be confident, resilient, and to thrive in education, work, and life.

Our priority is to support children and young people and their families, particularly those experiencing rural, social, or economic disadvantage through programs and initiatives that build:

Our staff contribute to an organisation that prides itself on:

- Working with and for children and young people to enhance education, wellbeing and employment opportunities in ways that matter to them,
- Linking stakeholders and driving agendas through strong and sustained partnerships,
- Sharing knowledge and promoting innovation, and
- Being a great place to work.

Our work is guided by a commitment to involving young people and utilising their strengths, particularly those who face the most barriers.

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**KEY ACTIVITIES**

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You will:

- Learn about the different ways young people exit education and understand the varied pathways they can take to enter the workforce directly, or with additional training.
- Understand and explore each of the Take Overs and get to know the Facilitators, Mentors and young people involved – acting as a resource and a support.
- Seek permission from participants to use quotes, photos, video, and audio in our promotions (media releases).
- Work with the Youth Engagement Facilitator to make sure young people involved in your work are comfortable, confident and can be honest about their experiences.
- Conduct interviews with participants and create written, photographic, illustrative, video and audio to demonstrate the Take Overs, the experience of the participants and the outcomes.
- With approval from the Director, publish this content in various formats within an agreed schedule.
- Collate and archive all materials for future use, designing a filing system so that content is easy to find.
- Translate our key messages into language that young people will find easy to engage with, and promote tools, supports and opportunities for them across all communication platforms.
- Work With the Youth Take Over team to contribute to the facilitation and construction of the Take Overs and other initiatives, supporting both design and implementation when required.
- Engage the young people in each Take Over so that they can actively participate in the promotion and documentation of their Take Over activities.
- Participate in our Youth Take Over meetings, and to the work of the LLENs and be an active member of our team.
- Other activities as determined by the Director in relation to the project

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**SELECTION CRITERIA:**

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1. Knowledge of social media platforms including (but not limited to) Facebook, Instagram and Tik Tok including posts, advertising, and users. Experience using these platforms for more than personal use.
2. Varied and excellent communication skills including writing for different audiences, speaking to people face to face, using online meeting tools, and on the phone.
3. Experiencing making content with graphic design, photography, video, audio, music, and illustrations for social media, web, and print outcomes.
4. Excellent interpersonal skills, with the capacity to develop new professional relationships with people from all ages and backgrounds.
5. Sound time management, organisational, and project management skills with loads of initiative, and drive.

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**QUALIFICATIONS**

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Completion of Year 12 (VCE, VCAL or unscored)

A tertiary qualification in a relevant field (multi-media, marketing, communications, design) is desirable but not compulsory.

A Drivers License is also desirable.

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**EMPLOYMENT CONDITIONS**

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The North Central LLEN is a registered charity with DGR status and can offer our employees salary packaging.

This position has the flexibility to work from several locations – home office, Charlton, Wallan, Bendigo, Echuca, or a hybrid of these.

The successful applicant will be willing to undertake police and working with children checks.

Some travel may be required across the Loddon Campaspe region – some expenses for travel may be reimbursed on approval by the Director.

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**APPLICATION**

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- Please provide: A cover letter responding to the Selection Criteria featuring examples of your achievements against each criteria. Your letter should be 1-2 pages only.
- A CV with relevant qualifications and work history (no more than 2 pages)

Email to: [e.hughes@ncllen.org.au](mailto:e.hughes@ncllen.org.au) • Subject line: Social Media & Storytelling Officer

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**For more information or a confidential discussion about this position, please contact:**

Ella Hughes, Director, Youth Take Over

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For general background information, please visit <http://www.ncllen.org.au/yto.html>