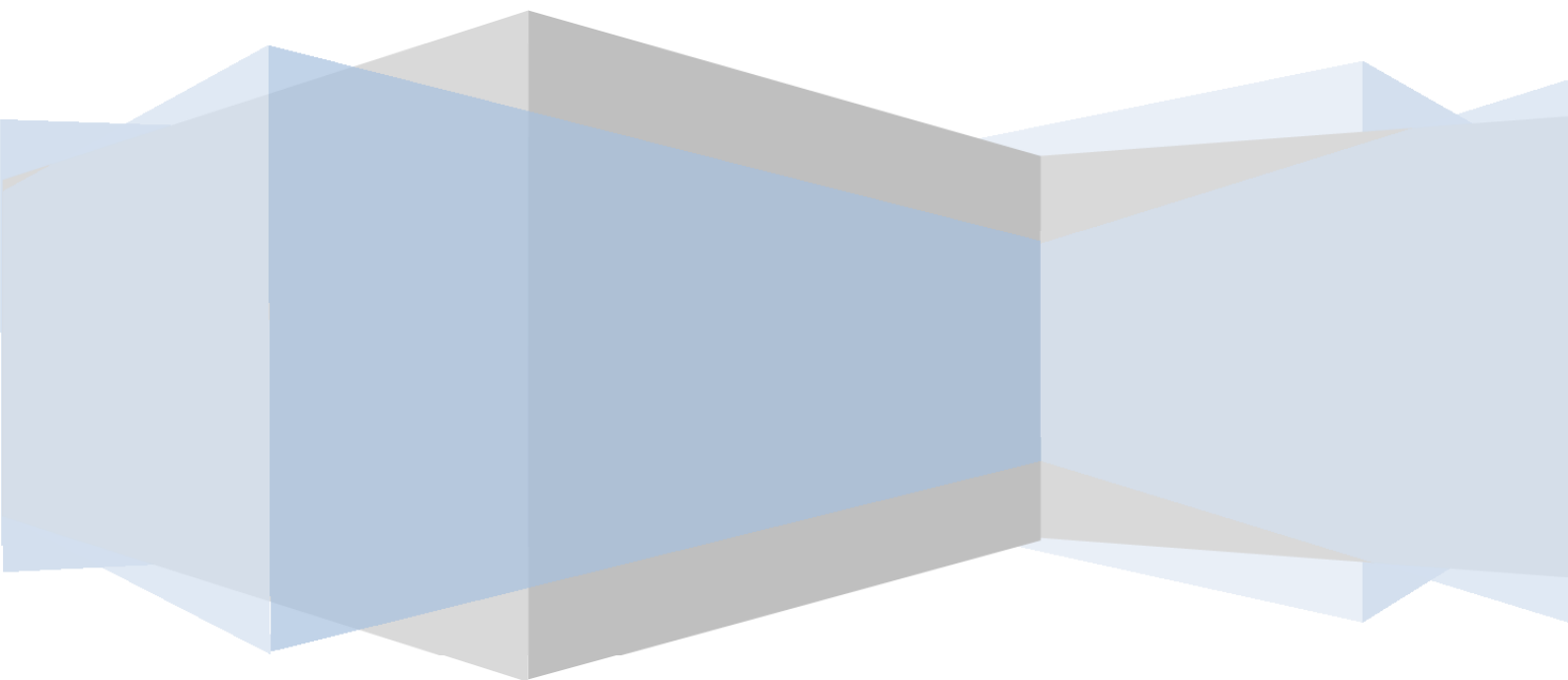




Media, Entertainment & Arts Alliance

Director, Entertainment, Crew and Sport

Position Description



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About the Media, Entertainment & Arts Alliance

The Media Entertainment & Arts Alliance is the union and leading advocate for workers in the media, entertainment and arts industries. It represents performers, journalists and all other workers in the media, entertainment and arts industries and has over 15,000 members.

Building on our proud history we aim to empower the people who inform and entertain Australia through:

- **Protect & advance our rights at work:** Improving our members income and conditions, providing timely and expert advice to members, enforcing members rights at work and promoting safe and respectful workplaces.
- **Build Power:** Recruit and grow leaders, activists and supporters, ensure best practice governance and accountability, continue staff development and build strategic alliances.
- **Build Community:** Utilise communications to engage and activate, remain relevant throughout members lives, reach out to new areas and be the creative hub.
- **Shape our Industries:** Be the respected and authoritative voice across all of our industries, influence policy, mobilise our membership and broaden our sphere of influence.
- **Provide Services that our members and potential members value:** Find out what our members and potential members want, give it to them.

Our Members

Our members include people working in television, radio, theatre and film, entertainment venues and recreation grounds, as journalists, actors, dancers, sportspeople, cartoonists and photographers, orchestral and opera performers, as well as people working in public relations, advertising, book publishing and website production.

Our Locations and Staffing

The MEAA national office is in Redfern in Sydney.

There are branch offices located in Melbourne, Brisbane, Adelaide, and Perth.

MEAA represents its members who are based throughout Australia.

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Overall purpose:

With the needs of entertainment, crew and sport members front of mind, the Director, Entertainment, Crew and Sport will have the goal of growing the union to build power at work for the people who inform and entertain Australia and New Zealand. MEAA's entertainment, crew and sports members include film crews; theatre and live performance crew plus theatrical front of house staff; musicians; cinema workers and event day workers (ie outdoors workers..

They will take responsibility for developing and coordinating our campaigning, industrial and organising work across the entertainment, crew and sport section of MEAA.

Using their experience and understanding of entertainment, crew and sports industries, the Director, Entertainment, Crew and Sport will lead campaigns of importance such as working conditions and contracts, film funding and support for production, and encouragement of live performance.

They will coordinate workplace campaigns including collective bargaining across a variety of large and small workplaces.

Positioned as a leading voice for Australia's entertainment and sports industries, they will direct industrial and communication strategies to build power for entertainment, crew and sport members across the industry.

Specific roles:

- Development and implementation of entertainment, crew and sports industrial and organising strategy and planning, across MEAA's regional structures
- Development and implementation of entertainment, crew and sport policy and campaigns strategy and planning
- Coordination of entertainment, crew and sport growth strategies and campaigns through embedding MEAA's growth and recruitment focus in all entertainment, crew and sport industrial and campaigning work
- Supervision of entertainment, crew and sport industrial and organising staff
- Coordination with other MEAA staff to gain maximum leverage from campaigns and organising strategies
- Coordination of entertainment, crew and sport collective bargaining campaigns
- Representation of MEAA before various tribunals such as Fair Work Commission
- Liaison with government, employers and other key industry stakeholders.

Performance measures:

- Sustained and continued increase in entertainment, crew and sport membership of MEAA
- A growth and recruitment culture embedded among MEAA entertainment, crew and sport industrial and organising staff, activists and members
- MEAA membership established in un-unionised sectors and increased in low-union sectors, in areas of entertainment, crew and sport coverage
- Increase in the number of activists in the entertainment, crew and sport section

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- Increase in the number of entertainment, crew and sport members engaging in MEAA training and other opportunities to participate to MEAA work
- Campaigns and communications fully leverage opportunities for recruitment and organising
- Increase in rates of pay, improved conditions and a strong sense of collective strength among entertainment, crew and sport membership
- MEAA is regarded as one of Australia's leading, innovative, growth-focused unions
- MEAA campaigns coordinated effectively across the union, and with other unions in the sectors covered by the MEAA
- MEAA positioned as the voice of the people that work in entertainment, crew and sport industries, assessed through standard communications measures (requests for interviews, quotes, invitations to speak at conferences, submissions, published/broadcast work etc)
- MEAA's position on major entertainment, crew and sport policies (eg working conditions and contracts, film funding and support for production, and encouragement of live performance) is clearly understood and increasingly adopted by policy-makers
- Staff retention rates stabilise and improve.

Attributes:

The Director, Entertainment, Crew and Sport will have the skills and initiative to plan campaigns, manage staff, coordinate work with other leaders of the organisation to achieve targeted outcomes, negotiate outcomes and manage relations with other stakeholders. The ideal candidate will currently be performing a similar role in a like-minded organisation with the expected high level of enthusiasm and initiative this important role demands. Ideally, they will have experience working in the entertainment, media or arts industries.

Reports to:

- Chief Executive

Direct reports:

- ECS staff

Internal work contacts:

- National Entertainment, Crew and Sport Committee
- Director, Operations
- Director, Organising
- Director, Finance
- Director, Communications
- Director, Equity
- Director, Media
- Director, Industrial & Advocacy
- Director, Technology
- Director, Education & Campaigns
- Regional Directors

External Work Contacts:

- Other unions, the ACTU, international trade union bodies
- Cultural industry promoters, owners and managers
- Fair Work Commission
- Industry stakeholders (eg sports and entertainment industry bodies etc)
- Australian Super