

## **Digital content producer**

Permanent Full Time, Canberra

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- Exciting opportunity for a creative 'all rounder' with a mix of specialist digital communications skills
- Work for the national body for one of the largest networks of community service providers nationally
- Contemporary Barton office, nestled in the Parliamentary Precinct

Take the opportunity to use your digital communications, PR or marketing experience to work for the national body for one of Australia's largest network of community service providers. We want you to be a force for good, join our team and help us take our digital presence to the next level! In doing so, you will work for an organisation whose ethos is to support and work towards the greater good of the community.

Your key responsibilities will include writing, editing and publishing digital communications content including web content, news items, social media posts, email communications, and internal communications collateral. You'll maintain, manage and monitor all our digital channels, including the development of multimedia content for Facebook, LinkedIn and Twitter. Producing and reports and providing insights, you'll be ready to take our digital presence to the next level and support our ambitious strategic communications program of work.

Reporting to the Director, Communications and Public Affairs, the digital content producer is responsible for management of UnitingCare Australia's digital assets across all brands and building an online presence through the creation and dissemination of multimedia content online.

### **UnitingCare Australia**

As an agency of the National Assembly of the Uniting Church in Australia, UnitingCare Australia is the national body for the Church's community services network, one of the largest providers of community services in Australia.

UnitingCare Australia's vision is that all people can thrive in a healed and reconciled world and our purpose is to give voice to the Uniting Church's commitment to social justice through advocacy and by strengthening community service provision.

UnitingCare Australia works with and on behalf of the UnitingCare Network to advocate for policies and programs that will improve people's quality of life. UnitingCare Australia is committed to speaking with and on behalf of those who are the most vulnerable and disadvantaged, for the common good.

### **KEY RESPONSIBILITIES**

- Write, edit and publish digital communications content including web content, news items, social media posts, email communications, and internal communications collateral

- Produce compelling digital campaign creative/concepts including video, on page and off page content, landing pages, blogs, website content, social media content and email marketing content
- Maintain, manage and monitor social media channels, including developing multimedia content for Facebook, LinkedIn and Twitter
- Act as a social media subject matter expert and manage and maintain the organisations online reputation and footprint
- Channel and social media monitoring, analysis and reporting
- Contribute to development of overarching brand, content and communications strategies
- Develop and manage a content editorial calendar a minimum one week in advance
- Increase engagement on all social channels and contribute to ongoing content and process improvements

In addition to those outlined above, specific responsibilities also include;

- Understanding and having a preparedness to work within the polity and ethos of the Uniting Church in Australia
- Abiding by the policies and procedures of the Uniting Church in Australia Assembly
- Having a genuine willingness to embrace challenges as they arise and to work flexibly in support of the overall key objectives of UnitingCare Australia and the Assembly,
- A willingness to work a flexible schedule when required
- Following policy and procedures in relation to workplace health and safety
- Participating in maintaining a safe working environment for both yourself and others in the workplace
- Undertaking additional duties as directed

## QUALIFICATIONS AND EXPERIENCE

### ESSENTIAL

- Tertiary qualifications in digital marketing, communications or a related discipline, or equivalent experience.
- The role would suit a creative 'all rounder' with a mix of specialist digital content skills
- Demonstrated excellent written, oral and digital communications skills, and ability to apply these to strategic communications products and campaigns for a range of internal and external audiences
- Extensive knowledge of and experience in digital content development, including visual design and photography
- Extensive knowledge of digital marketing techniques
- Well-developed copywriting skills for digital content
- Proven experience managing social media channels, including community management and content scheduling
- Experience in managing and reporting on CRM, CMS, Facebooks ads manager, Google Analytics, Google Ads
- Experience with the Adobe design suite (including InDesign, Photoshop or Illustrator)

### DESIRABLE

- Previous experience working for a NFP peak and/or faith-based organisation

- Experience and expertise in user research and customer experience is desirable

### **How to apply**

Please provide a copy of your resume and a one-page pitch outlining how your skills, experience and personal attributes make you the ideal candidate for this role. Candidates are also advised to consider their capability and qualifications required to conduct the role specific tasks.

Please note that you must apply directly to the Director, Communications and Public Affairs. Applications referred or submitted through recruitment agencies or third parties will not be accepted.

Please note due to the high volume of applications we are likely to receive, whilst we appreciate your interest, only applicants who will be considered for interview will be contacted.

For inquiries please contact Anna Minson, Director – Communications and Public Affairs – [annam@nat.unitingcare.org.au](mailto:annam@nat.unitingcare.org.au)