



## **UNITINGCARE AUSTRALIA POSITION DESCRIPTION**

<b>POSITION TITLE:</b>	Digital content producer
<b>APPOINTED BY:</b>	National Director, UnitingCare Australia
<b>RESPONSIBLE TO:</b>	Director, Communications and Public Affairs
<b>TERM OF APPOINTMENT:</b>	Permanent

### **ORGANISATION PROFILE:**

UnitingCare Australia is an agency of the National Assembly of the Uniting Church in Australia. It is the national body for the Uniting Church's community services, one of the largest providers of community services in Australia. With over 1,600 sites, the network employs 50,000 staff and is supported by the work of over 30,000 volunteers.

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.

### **ABOUT THE ROLE**

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.

### **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
- Analyse and interpret social media analytics and trends to recommend changes and improvements to content
- Build effective working relationships with internal and external stakeholders
- Assist with other organizational projects by actively contributing to high priority tasks to ensure the timely and effective delivery of team objectives

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

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## KEY COMPETENCIES

### ESSENTIAL

#### **Supporting and Cooperating**

Supports other and shows respect and positive regard for them in social situations. Puts people first, working effectively with individuals and teams, clients and staff. Behaves consistently with clear personal values that complement those of the organisation.

#### **Working with people**

- Demonstrates an interest in and understanding of others
- Adapts to the team and builds team spirit
- Recognises and regards the contribution of others
- Listens, consults others and communicates proactively
- Supports and cares for others
- Develops and openly communicates self- insight such as an awareness of own strengths and weaknesses

**Adhering to principles and values**

- Upholds ethics and values
- Demonstrates integrity
- Promotes and defends equal opportunities, builds diverse teams
- Encourages organisational and individual responsibility towards the community and the environment

**Interacting and Presenting**

Communicates and networks effectively. Successfully persuades and influences others. Relates to others in a confident and relaxed manner.

**Analysing and Interpreting**

Shows evidence of clear analytical thinking. Gets to know the heart of complex problems and issues. Applies own expertise effectively. Quickly learns new technology. Communicates well in writing

**Creating and Conceptualising**

Open to new ideas and experiences. Seeks out learning opportunities. Handles situations and problems with innovation and creativity. Thinks broadly and strategically. Supports and drives organisational change.

**Creating and Innovating**

- Produces new ideas, approaches or insights
- Creates innovative products or designs
- Produces a range of solutions to problems
- Seeks opportunities for organisational improvement
- Devises effective change initiatives

**Formulating strategies and Concepts**

Takes control and exercises leadership. Initiates action, gives direction and takes responsibility.

**Interacting and Presenting**

Communicates and networks effectively. Successfully persuades and influences others. Relates to others in a confident and relaxed manner.

**Analysing and Interpreting**

Shows evidence of clear analytical thinking. Gets to know the heart of complex problems and issues. Applies own expertise effectively. Quickly learns new technology. Communicates well in writing

**Organising and Executing**

Plans ahead and works in a systematic and organised way. Follows directions and procedures. Focuses on customer satisfaction and delivers a quality service or product to the agreed standards.

**Adapting and Coping**

Adapts and responds well to change. Manages pressure effectively and copes well with setbacks.

DESIRABLE

## 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
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### ROLE OVERVIEW

Classification: Award-free  
Employment: Permanent, Full Time  
Appointing Body: Uniting Church in Australia Assembly  
Report Line: Director, Communications and Public Affairs, UnitingCare Australia  
Direct Reports: Nil  
Created By: Clærwen Little National Director

Position Holders Name:	New role	Manager Name: Title:	
Date:		Date:	
Signature:		Signature:	