



## Position description

### Content Writer

Position number	50208324
Department/Unit	ClimateWorks Australia / Monash Sustainability Institute
Faculty/Division	Office of the Provost and Senior Vice-President
Classification (salary rates)	HEW level 5
Employment type	Full time (1.0), 1 year fixed term
Work location	Level 16, 41 Exhibition St, Melbourne
Date document created or updated	29/04/15

### Organisational context

**Monash** is a university of transformation, progress and optimism. Our people are our most valued asset, with our academics among the best in the world and our professional staff revolutionising the way we operate as an organisation. For more information about our University and our exciting future, please visit [www.monash.edu](http://www.monash.edu)

The **Provost and Senior Vice-President** is the Chief Academic Officer of the University and is responsible for: setting the University's academic strategy and priorities with view to improving the education and research performance of the University; oversight of faculties, academic-related portfolios and University-wide centres and institutes; oversight of academic staffing including recruitment, development, reward and recognition, policies and procedures; strategic leadership for the delivery of academic programs; identifying and cultivating interdisciplinary areas of excellence and collaboration.

The **Monash Sustainability Institute** (MSI) aims to improve the understanding and the interplay between society and the environment, to generate the knowledge needed to solve related complex, interdisciplinary problems, and to develop policy, management and technology options. MSI is committed to delivering solutions to key sustainability challenges through promoting and facilitating research, embedding sustainability into education programs and partnering with government agencies, industry, philanthropic organisations and other universities to continue to conduct and produce research and education that leads to meaningful impacts for a more sustainable Australia.

**ClimateWorks Australia** is an independent, research-based, non-profit organisation committed to catalysing reductions in greenhouse gas emissions in Australia. Since its establishment in 2009 by the Myer Foundation and Monash University, ClimateWorks has built a reputation as a trusted, credible and fact-based broker by working in partnership with leaders from the private, public and non-profit sectors. ClimateWorks' projects combine robust analysis and research with clear and targeted engagement that have a demonstrated impact at a local, national and international level.

ClimateWorks Australia's goal is to achieve a substantial reduction in greenhouse gas emissions in Australia. It strives to achieve this goal through two main lines of activities:

- Research focused projects to identify gaps and opportunities for achieving a zero-carbon economy.
- Action focused projects to catalyse action through engagement with key industry and government stakeholders.

## Position purpose

The role of the Content Writer is primarily to support ClimateWorks in achieving its “impact goals” by assisting in communicating ClimateWorks’ research and engagement activities.

The position will primarily adapt existing content and develop new content in line with content standards, with a primary focus on content suitable for online and social media. The Content Writer will be able to work independently and multitask. Writing experience is a must, as is creativity with a passion and energy for evidence-based content.

The aim of this role is to support the important contribution made by ClimateWorks to Australia’s transition toward a low carbon future through strategic content development in line with ClimateWorks’ style guidelines.

**Reporting line:** The position reports to the Head of Engagement, with oversight from the Content Specialist who will provide general direction.

**Supervisory responsibilities:** Not applicable

**Financial delegation and/or budget responsibilities:** Not applicable

## Key responsibilities

1. Assist in writing, developing and implementing creative and targeted communications content aimed at building ClimateWorks profile through digital and print mediums, traditional and social media, brochures and other marketing collateral.
2. Build and maintain strong collaborative relationships with ClimateWorks staff and other communications stakeholders.
3. Identify opportunities for improvement and contribute ideas, creative solutions and expertise through team or project-based meetings.
4. Collaborate with staff and key stakeholders to identify creative solutions to communication challenges.
5. Assist with preparation of a range of communication materials through content development, concept and design input.
6. Other duties as directed by the supervisor.

## Key selection criteria

### Education/Qualifications

1. The appointee will have:
  - a degree in a relevant discipline, or
  - an Associate Diploma with subsequent relevant work experience, or
  - an equivalent combination of relevant experience and/or education/training.

### Knowledge and Skills

2. High-level communication skills, including the ability to draft a range of documentation including online and social media content, reports and presentations, interact with a diversity of colleagues and clients and maintain discretion.
3. Highly-developed administrative skills, including computer literacy, excellent attention to detail/accuracy and an ability to maintain records
4. Demonstrated experience working with and creating communications content for a diverse range of stakeholders.
5. Ability to translate complex and technical content for a range of audiences.
6. Demonstrated experience editing and proofing content with a high level of accuracy.
7. Understanding of search engine optimisation principles and how it is applied to online content.
8. Demonstrated high-level organisational skills, with the ability to juggle competing demands, meet targets and deliver agreed outcomes in a busy environment.
9. A high level of computer literacy, including MS Office (Word, PowerPoint, Excel) desktop publishing tools and web based mail programs.

## Other job-related information

- Domestic and international travel may be required.
- Overtime and/or out of hours work may be required from time to time.

## Legal compliance

Ensure you are aware of and adhere to legislation and University policy relevant to the duties undertaken, including: Equal Employment Opportunity, supporting equity and fairness; Occupational Health and Safety, supporting a safe workplace; Conflict of Interest (including Conflict of Interest in Research); Paid Outside Work; Privacy; Research Conduct; and Staff/Student Relationships.