

Our vision

Trusted as the leading humanitarian organisation making a genuine difference in the lives of people and communities.

Our purpose

Bringing people and communities together in times of need and building on community strengths.

We do this by mobilising the power of humanity.

Our Fundamental Principles

Humanity, Impartiality, Neutrality, Independence, Voluntary Service, Unity, Universality

Our Values

We are part of a movement.



We Respect

As humanitarians, we put people first, listening to, understanding and respecting each other.



We aspire

We are curious, optimistic and we learn, because we want to do and be better.



We collaborate

We achieve our best by bringing people together on shared goals.



We stand up

We face challenges and opportunities with courage and compassion.



We deliver

We take ownership of delivering on our goals and make genuine impact.



<https://www.redcross.org.au/>

At Australian Red Cross we:

- Adhere to the 7 fundamental principles of Red Cross
- Act at all times in accordance with Australian Red Cross Ethical Framework and Child Protection Code of Conduct and applicable policies
- Are committed to protecting the rights of all people, particularly those who may be experiencing vulnerability. We want the people we work with to feel safe, be safe and free from abuse of any kind. We are a child safe organisation. We have zero tolerance for child abuse. We value, respect, and listen to children and are committed to supporting child safety and wellbeing in our work
- Demonstrate skill, knowledge, and behaviour to work with Aboriginal and Torres Strait Islander people in a culturally respectful way
- Are committed to building a culture informed and characterised by the principles of diversity, equity, inclusion, and belonging. Australian Red Cross people are supported to understand and embed these principles into their leadership of self, others, teams, and workflow

Position Description

Position Title	Digital Content Producer	Department	Engagement and Support
Location	Flexible – Sydney, Adelaide, Brisbane or Melbourne	Direct/Indirect Reports	Nil
Reports to	Head of Public Affairs and Content	Date Revised	July 2022
Industrial Award	Social, Community, Home Care and Disability Services Industry		
Award Level	4	Red Cross Job Grade	5
Job Level	Team Member	Job Evaluation No:	HRC0070002

Position Summary

The Digital Content Producer is a national role responsible for producing content for Australian Red Cross digital channels, primarily for our website and EDMs which are segmented and tailored for a broad range of stakeholders, including donors, corporate partners, First AID customers, retail customers, members and volunteers. Devise, implement and evaluate content strategies for our website and email marketing. Proven SEO experience is essential.

The purpose of the role is to help acquire and retain supporters by creating outstanding content that is targeted to people's interests and passions; delivered across a range of digital channels and formats; and increases engagement and conversion. As a key storyteller for Australian Red Cross, the Digital Content Producer supports clients, staff, members and volunteers to tell their stories to our supporters. They work as part of a dedicated Newsroom team, in an agile way on both large and small campaigns and ongoing content needs with colleagues from across the organisation. Support the needs of the Digital Team to ensure optimized content is produced in a timely manner.

As part of a team of communications professionals, the role requires producing content for other channels and audiences as needed, including social media LinkedIn, across a broad range of thematic areas – emergencies, disasters and climate change; conflicts and migration; and diverse community-based programs.

It requires a collaborative team player with a flexible approach to changing priorities, the ability to produce high quality work, to prioritise tasks and be accountable for delivering to deadlines. Experience evaluating and reporting on EDMs and offering solutions to increase engagement and conversion rates.

Position Duties

Key responsibilities/accountabilities

- Develop and deliver engaging content primarily for web and eDMs to help ensure that Australian Red Cross is best placed to achieve campaign, project and strategic outcomes.
- Write optimised content across for the Australian Red Cross website and associated digital platforms, ensuring it meets the organisations brand guidelines.
- Write copy that increases engagement and drives conversion across all channels.

- Find the best Red Cross stories and make them available to the organisation and its customers.
- Support process of continuous website optimisation based on consumer feedback, competitor benchmarking, digital trends and internal requirements
- As required, produce content for social media and print as well as fundraising collateral
- Collaborate with Digital Marketing, Communications, Media and Marketing colleagues to identify, target and engage audiences, and implement strategies to distribute Red Cross content further and wider than ever before.
- Evaluate and propose solutions to increase engagement and conversion rates, and reach new audiences and supporters.
- Advocate and champion within the organisation for the value of storytelling across our channels.
- Help Red Cross articulate its work, impact and value in clear and customer-centric ways.
- Stay across and share latest trends in communications and content strategy to ensure Red Cross' external communications are market leading, innovative and optimised.
- Ensure a cohesive and consistent brand voice across all materials.
- Ensure user journeys through web, email, social and traditional media are seamlessly aligned.
- Identify new and innovative ways to tell compelling stories on owned and earned channels that illustrate the benefits of our work and inspire action.
- Collect story elements – interviews, still images and video, program data and statistics – and create story packages that can be adapted for a range of products, channels, audiences and purposes.
- Plan trips to the field to collect content, including working with relevant teams to organise travel, budgets, schedules, client consent and post-production.
- Uphold people's dignity and safety at all times, meeting requirements for consent, privacy and child protection.
- Learn about and advance understanding of Aboriginal and Torres Strait Islander history, issues and accomplishments.
- Participate in cross-directorate teams, including disaster response, campaign development and field content teams, as required.

The role will need to undertake any other duties as directed, additional work as required and respond to organisational priorities such as disaster response – which will require additional duties outside of working hours. This role is likely to require travel, including to remote parts of Australia.

Person Requirements

Key Behavioural and Technical Capabilities

- Demonstrated capacity to write and produce engaging digital content, including web copy, eDMs, social media posts, as well as print, direct mail, podcasts and web galleries.
- Extensive SEO experience
- Exceptional writing and storytelling skills, including frontline messaging.
- Demonstrated experience in using content management systems and a working understanding of search engine optimisation to publish optimised, unique and engaging web content.
- Proven ability to build relationships and foster trust with a diverse range of people, including those who may have experienced trauma or disadvantage.
- Strong understanding of informed consent, strength-based storytelling and child protection principles.
- Demonstrated ability to influence and guide colleagues to speak and write simply, clearly and effectively.

- Experience in developing communication tools, procedures and templates.
- Able to come up to speed quickly, understand and communicate complex issues.
- Proven highly developed organisational and time management skills, including ability to meet tight deadlines.

Key Behavioural Capabilities

- Skilled digital media copywriter
- Superior knowledge of digital marketing trends and channels
- Innovative and highly creative with experience producing compelling and engaging content
- Ability to prioritise, work collaboratively and develop trusted working relationships. Confidence providing advice and counsel to senior leaders
- Proven ability to thrive in a face-paced, high-pressure environment balancing multiple projects simultaneously and working to tight deadlines
- Passionate about exploring and implementing innovative ways of reaching audiences through digital channels
- High self-motivation, achievement focused and strive for continuous improvement.

Qualifications

- Tertiary qualification in communications, journalism, media, marketing or a related field.

General Conditions

- Relevant prior experience in content production and strategy

Wellbeing, Health and Safety

It is our vision to be harm free and committed to providing and maintaining a safe and healthy environment for volunteers, members, staff, contractors, clients, customers, and others who may be involved in our work. Our Wellbeing Health and Safety direction is aimed at building a 'safety mindset' into our daily work, assessing and reducing risk, reporting hazards and incidents, and providing Red Cross people with a positive, healthy workplace.

- Identify and understand the current and future risks involved in undertaking your role and service delivery activities, then competently manage those risks so that everyone is safe
- Comply with the Work Health and Safety management system

Key Job Requirements

Licenses/compliance screening

Screening is required prior to commencement. Renewals may also be required during your employment in order to comply with specific contractual or legislative requirements.

Police check	Yes - every 5 years
Evidence of up to date* vaccination against COVID-19	Yes

**As per latest definitions by the Australian Technical Advisory Group on Immunisation (ATAGI), or who have a medical exemption based on ATAGI guidelines*