

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	Social Media Content Producer	Department	Engagement and Support
Location	Flexible	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:	HRC0071294

Position Summary

The Social Media Content Producer is a national role responsible for managing, producing and distributing content on all Australian Red Cross social media channels. The Social Media Content Producer is responsible for developing, implementing and measuring our social media marketing and communications strategy. Key to the success of this role is writing, optimising and distributing social media posts to communicate our work and drive conversion rates.

The Social Media Content Producer leads the content and channel planning and production for all of our social media channels – Instagram, Twitter, Facebook, LinkedIn and TikTok. This role is instrumental to the success of Australian Red Cross' goal to acquire new donors and communicate our impact to key stakeholders and the general public. Proven experience in using social media to enhance the brand and devise plans to mitigate and effectively respond to negative and inaccurate social media posts that could harm Red Cross' reputation.

Reporting to the Head of Public Affairs and Content, you will lead the strategic thinking and produce social media content for key fundraising campaigns, our program work nationally and internationally, our retail stores, and First Aid and Mental Health courses. You will provide advice on social media activities, best practice and strategy relating to the work of different program areas.

Work collaboratively with the Red Cross Newsroom alongside a team of content, communications and media professionals to support revenue raising initiatives and our humanitarian goals. The Social Media Content Producer also works closely with our corporate partners to produce content for their social channels that communicates the impact of their support of Red Cross' work, particularly during disasters.

Key focus areas will be working with the digital team to align earned social media strategy with the broader digital strategy. Key relationships include the content team, fundraising, corporate partnerships, customer care team, emergency services, Aboriginal and Torres Strait Islander Leadership Team and migration support.

Position Duties

Key responsibilities/accountabilities

- Responsible for managing, growing and enhancing our social media platforms.
- Development, implementation and evaluation of Australian Red Cross' social media strategy to improve our social media presence.
- Lead the production, planning and distribution of content for all social media channels – Instagram, Twitter, Facebook, LinkedIn, TikTok.

- Daily story and content gathering, writing copy and sourcing images and videos, and posting copy for all channels, ensuring content is compelling, promotes our impact, and fundraising campaigns and reaches target audiences with clear, consistent and positive messages.
- Work collaboratively as part of the Red Cross Newsroom Team alongside a team of content, communications and media professionals to support revenue raising initiatives and our humanitarian goals.
- Assist with drafting and managing content for digital marketing initiatives across all digital platforms.
- Issues Management: provide advice and effectively manage sensitive issues, monitor and respond to negative and inaccurate commentary.
- Provide advice on social media activities, best practice and strategy relating to the work of different program areas
- Monitor multiple social media platforms concurrently and report on emerging issues and commentary that could impact Red Cross.
- Build relationships to position yourself as a highly visible, trusted adviser regularly engaging across the organisation.

Person Requirements

Key Behavioural and Technical Capabilities

- Skilled digital and social media copywriter
- Superior knowledge of social media and 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 social media and digital channels
- High self-motivation, achievement focused and strive for continuous improvement.

Experience

- At least 5 years' experience in social media management, content production and strategy.

Qualifications

- Digital Media, Social Media

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*